

Informatics and Developmental Communication

Manoj Agarwal



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CHAPTER 1

AN EXPLORATION OF THE DEVELOPMENT COMMUNICATION

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ABSTRACT:

Development communication is any kind of communication that may be used to advance development. The words "development communication" in this statement refer to both communication and development. It ultimately comes down to using communication to bring about improvement or change. We communicate in many different ways to change people's socioeconomic situations. The people who write about or produce material related to development are known as development communicators. The term "Development Communication" was first used in the Philippines in 1972. These messages, which gained popularity during World War II, aim to influence people's actions or improve their quality of life. The people who write about or produce material related to development are known as development communicators. The term "development communication" was first used in the Philippines in 1972.

KEYWORDS:

Community Engagement, Information Dissemination, Media Outreach, Participatory Communication, Social Change, Sustainable Development.

INTRODUCTION

In the midst of World War Enhancement, Empowerment development communication addresses the role of communication in social change. Third World Despite the fact that the phrase "third world" is credited to the French demographer Alfred Sauvy, Third World John Isbister dates the origin of the concept to France in the 18th century, when society was split into the first, second, and third estates. The French Revolution began in 1789 as a result of the third class rising up since the first and second classes possessed the majority of political power [1].

Meanings differ in the Third World

Regarding what Sauvy intended by the Third World, there are divergent views. Here are some scholarly viewpoints: Jean Paul Sartre argued that the third world is the banner of the hungry and oppressed, while IsbisterSauvy thought that the majority were excluded and denied their rights. Pletsch asserts that the Third Globe is the unoccupied space on the planet that the First and Second Worlds are vying for. Right now: undeveloped or just poor [2]. This assumes that there are several groups across the world; the traditional the divide that is more recent is as follows:

- i. Communist
- ii. On the other hand, there are also just-industrialized countries.
- iii. Consistencies in the Third World
- iv. Have less integration of technology both inside and outside of their own civilizations.
- v. A more primitive industrialization

- vi.** The spread of poverty
- vii.** Less access to necessities and comforts, varying in levels of deprivation, although scholars also argue on the propriety of the phrase Third World.

But there are also some differences:

- a)** Historical settings
- b)** Cultural practices
- c)** Geographic conditions

In Third World linguistic situations, oppression based on a combination of race, class, gender, and nationality may also be present [3]. In order to define communication, models and theories of communication are utilized, such as:

- a)** Linear approach,
- b)** Setting up the timetable,
- c)** Influencing public opinion,
- d)** Informing or convincing,
- e)** Providing gratifications to meet the demands of the audience,
- f)** Influencing how individuals see society.

The internet, in particular, and the confluence of three technology developments are key drivers of communication improvements.

- i.** Computers
- ii.** Satellites

As a consequence of digitization, the authors' concept of communication has been enlarged to encompass the preservation, modification, and creation of culture; as a result, communication processes, institutions, culture, and development are all interconnected. The focus of the media often shifts from context to events, dispute to consensus, and individual's vs organizations. However, care is taken to make sure that language and pictures match the ideals and objectives of people speaking when it comes to development communication. It is said that one way to raise society living standards is via development [4]. Three perspectives, or approaches, may be used to think about and implement innovations:

- i.** This assumes that other areas may emulate the western model of economic progress. Adoption of modern technologies is essential for development.
- ii.** Critics argue that political and economic change would help to establish a fairer distribution of advantages throughout society.
- iii.** The goal of development is self-reliance and empowerment, and the liberation worldview accords great importance to both individual and group independence from tyranny [5].

Only in social relationships does power matter. It is constructed of a network of social ties. power classes:

- i.** Irresponsible use of electricity

- ii. The capacity to create new possibilities
- iii. Power in collaboration with power
- iv. Self-confidence or spiritual fortitude

Real change is impossible without addressing the power disparities that exist between disadvantaged individuals and groups. Taking control over and managing one's social and economic situation, participating democratically in one's community, and controlling one's own narratives are all examples of empowerment. There are several viewpoints on development communication in Communication is used by enterprises as a delivery technique. Every facet of cultural diversity and social change depends on communication are often chosen by supporters of modernization perspectives and liberation ideologies, respectively. The major objectives of development, under the liberation viewpoint, are personal and community empowerment as well as freedom from oppression [6].

Communication in Construction

We utilize phrases like interpersonal, group, and mass communication to express a range of communication methods in the context of development, as you can see the phrase "development communication" is made up of the term's "development" and "communication." Development aims to bring about change. It's all about becoming better. It could include changes in society or the economy aimed towards improvement. We refer to communication that can be utilized for development when we speak about communication for development. It ultimately comes down to using communication to bring about improvement or change. Here, we use a range of messages to change the socioeconomic situations of individuals. These messages aim to improve people's quality of life or change their behavior. So, encouraging growth via communication might be categorized as development communication [7]. The people who write about or produce material related to development are known as development communicators.

Role of a development communicator

It is crucial for the development communicator to accurately and acceptably explain the development process to the general audience. Towards achieving this objective, a development communicator ought to:

- i. Need to understand how people communicate and evolve
- ii. Should be familiar with industry standards and be aware of the intended audience

Prepare and deliver messages about development to millions of people in a way that will guarantee their acceptance, understanding, and application. If they accept this responsibility, they will be able to convince the public to identify as a citizen of a society and a nation. This identity will help to mobilize human resources for the community and the individual's overall wellbeing [8].

Media Diversity for Communication for Development:

Bilingual rural radio transmissions from the 1940s may be traced back to India's history of development communication. These shows' hosts speak in a language or dialect that is popular in your area. The programs could discuss farming and related subjects. The program may have conversations with experts, officials, and farmers in addition to folk music, data on the weather, market pricing, and the accessibility of new seeds and equipment. There will also be seminars on pertinent topics. In the 1950s, the government began a number of

comprehensive national development schemes. When Doordarshan originally began broadcasting on September 15, 1959, its exclusive concentration was on agricultural programs. Perhaps a lot of you have seen the Doordarshan program *KrishiDarshan*. Around 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, and Rajasthan were provided access to educational and development-related programming later in 1975 when India started employing satellites to broadcast television programs as part of SITE [9].

In terms of the print media, it was the newspapers that gave development themes a lot of emphasis when the government started the Five-Year Plans for planned development after Independence. Much as print media has contributed to development communication, the electronic media, principally radio and television, particularly All India Radio and Doordarshan, have disseminated messages on development as the main part of their broadcasts. Of all the media used for development communication, traditional media are the most accessible to people who require messages of development, such as farmers and workers. These media are interactive and powerful. Construction workers may have been cooking their dal and rice dinner over an open fire in front of the temporary tents they had set up on the side of the road. They need to learn the value of a balanced diet, proper personal cleanliness, having access to clean water, and sanitation [10].

In some parts of India, volunteer groups use street theater as a method for development communication. Funny plays and skits that emphasize the need of cleaning, reading, and other themes are used to achieve this. The content of the skits is based on actual events in the audience's life. As an example, "balanced nutrition" is covered. This means supplementing their staple diet of dal and rice with green leafy vegetables, which are thought to alleviate night blindness, a problem common among construction workers. Reading and writing skills are taught to female construction workers and their children in a manner similar to this. However, development experts have voiced concern about problems in message delivery. How can people develop new skills on a budget? How ought sensitive topics like health issues to be handled? How may new, complicated science, such as that used in agriculture, be simplified to benefit common people? In order for readers to understand comics, visual story telling must respect local values and cultural norms. It's important that comics be produced by individual creators on their own subjects in their own languages. Readers find them more relevant to their everyday lives as a consequence. Programs have been established in the remote areas of Jharkhand, Rajasthan, Tamil Nadu, and the North East to train rural communicators in the use of comics in development communication [11].

Comics have been utilized in a variety of contexts to raise awareness of sensitive health issues like HIV/AIDS. In order for development communication through different media to be effective, you must also acknowledge that development organizations, such as departments of agriculture, must actively engage. People with concerns non-governmental organizations Voluntary organizations. When we talk about development, we cannot ignore the engagement of nonprofit organizations, concerned citizens, and volunteer groups. Actually, these groups support the government in implementing development initiatives. The NGOs conduct studies, conduct research, and produce relevant messages to increase public understanding of various development-related issues [12].

Principal Developmental Domains

You must be aware that development's primary objective is to increase people's possibilities and foster an environment in which people may have full, productive lives. Let's go through some of the important areas of development.

- a) Agriculture
- b) Fisheries
- c) Animal management
- d) Food Security
- e) Communication
- f) Irrigation
- g) Public Assistance
- h) Employment
- i) Environment
- j) Ecology
- k) Activities that generate income
- l) Education
- m) Hygiene and overall health
- n) Family harmony

If you work in development communication, you'll need expert guidance and current information to instruct others. You may get that information from the sources listed below:

Among the organizations that offer agricultural education are universities and colleges, the state fisheries department, the registrar of cooperative societies, soil testing laboratories, government-run poultry farms, KrishiBhawans and model farms, community development blocks, primary health centers, the animal husbandry department, government financial & banking agencies, local NGOs, and sericulture farms.

Campaigns that use development communication

The term "election campaign" is one that you may be familiar with. Voters' choices are swayed during elections via communication, which may be employed for either candidate or party. This is accomplished by the use of public events, written materials, radio and television commercials, etc. The campaign starts before the election process even starts, and it ends after the results are made public. Its objective is to persuade a certain person or group of people to support a particular candidate or political party. For development communication, we may use print, radio, and television. They sometimes only run for a short period of time. Let's take yet another example from our country, the Sarva Shiksha Abhiyan. Thanks to the community's active participation in school management, all pupils in the 6 to 14 age group would have access to a meaningful and relevant primary education by the year 2010. People who want to improve their communication abilities need to be conscious of their readers, listeners, or viewers. The messages must also be mindful of the needs of their audience if they are to be relevant across all media. The messages must then be communicated in the most seductive manner possible. The demand for development communication still exists since a sizeable section of India's population relies on government support and lives in rural areas. Governmental communication is thus still crucial [13].

Modernization of the Development Communication Model

Modernization theory was developed on the premise that worldwide mass communication may be used to educate people about modernity to acquaint the newly independent countries of the South with Western political and economic models. The idea that media will help traditional civilizations adapt is known as modernization theory and is supported by strong federal and regional governments and international organizations such as UNESCO. Political scientist Daniel Lerner explored the function of radio in Egypt, Lebanon, Jordan, Syria, Turkey, and Iran in his ground-breaking book *The Passing of the Traditional Society*. This initial comparative study's main argument was that the use of the media sped up the transition from a traditional to a contemporary state.

Another modernization thinker, Wilbur Schramm, collaborated with UNESCO to produce his book *Mass Media and National Development* in 1964. Wilbur Schramm's main argument was that new ideas and models are spread through the media from the North to the South and, within the South, from urban to rural areas. The UN dubbed the 1960s "the Decade of Development" and UN agencies, Western Europe, and other countries, including the United States, were involved. The political and cultural context of international communication was not looked at in this "administrative research". International university communication programs and research institutes have been affected by the modernization theory debate [14].

Rostow's five stage modernization model of development

Rostow concentrates on the economic side of the modernization. He is trying to show factors needed for the country to reach the path to modernization in his Rostowian takeoff model. Modernization Theory and Technology:

- i. New technology is the major source of social change.
- ii. Technology will be recognized but not put to use for a very long time.
- iii. Technology makes it possible for a more innovated society and broad social change. Eg: Cellphones.
- iv. New technology also helped people to recover after the impact of natural disasters.

DISCUSSION

Modernization Theorists believed traditional societies needed Western assistance to develop. There were numerous debates about the most effective ways to help countries develop, but there was general consensus on the view that aid was a good thing and if developing countries were injected with money and western expertise it would help to erode 'backward' cultural barriers and kick start their economies [15]. The most well-known version of modernization theory is Walt Rostow's 5 stages of economic growth. Rostow suggested that following initial investment, countries would then set off on an evolutionary process in which they would progress up 5 stages of a development ladder. This process should take 60 years. The idea is that with help from the West, developing countries could develop a lot faster than we did. Traditional societies whose economies are dominated by subsistence farming. Such societies have little wealth to invest and have limited access to modern industry and technology. Rostow argued that at this stage there are cultural barriers to development. The preconditions for take-off are the stage in which western aid packages bring western values, practices and expertise into the society [16]. This can take the form of the Science and Technology to improve agriculture, infrastructure improving roads and cities communications,

Industry western companies establishing factories These provide the conditions for investment, attracting more companies into the country. The society experiences economic growth as new modern practices become the norm. Profits are reinvested in infrastructure etc. and a new entrepreneurial class emerges and urbanized that is willing to invest further and take risks. The country now moves beyond subsistence economy and starts exporting goods to other countries. This generates more wealth which then trickles down to the population as a whole who are then able to become consumers of new products produced by new industries there and from abroad. The drive to maturity. More economic growth and investment in education, media and birth control. The population start to realize new opportunities opening up and strive to make the most of their lives. The age of high mass consumption. This is where economic growth and production are at Western levels [17].

CONCLUSION

In the grand picture of human development and the advancement of society, the significance of development communication cannot be overstated. It connects ideas, objectives, and actions, creating a complex web of connections that spurs development on both a local and global scale. As our examination of development communication comes to a conclusion, it is abundantly clear that this topic is more than just a professional or academic interest; it is a driving force behind societal change and the accomplishment of sustainable development goals. Along the process, we looked at the many components of development communication. It has shown the capacity to connect a wide range of stakeholders from governments and NGOs to communities and individuals across national boundaries. It encourages collaboration, inclusiveness, and participatory decision-making to guarantee that the needs of disadvantaged people are satisfied, their opinions are heard, and their skills are strengthened. Development Communication has consistently shown that information is more than just numbers and that it is crucial for making informed choices and acting in a useful way. It disseminates knowledge on a variety of crucial topics, including healthcare, education, environmental protection, and many more. It is essential for advancing knowledge, eradicating prejudice and false information, and empowering people to make informed decisions that affect their communities and way of life. Additionally, by using technology's transformational potential to broaden its reach and impact, this business has adapted to the digital era and thrived in it. Due to the democratization of communication channels facilitated by social media, smartphone applications, and internet platforms, information may now be communicated fast and broadly. Development With the help of these tools, communication has evolved into a dynamic force in today's interconnected world by enabling real-time dialogue, resource mobilization, and interaction with a range of audiences.

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CHAPTER 2

AN OVERVIEW OF THE COMMUNICATION THEORIES AND MEDIA'S ROLE IN DEVELOPMENT

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ABSTRACT:

The various interventions and types of help might accelerate transition by speeding the absorption of Western values, such as individualism, universalism, competitiveness, and success into diverse communities. It begins by looking at Rostow's stage model. It is emphasized that the influence of the media, especially in the spread of progressive concepts like family planning and democracy, is a powerful factor in transforming society ties. The research next turns to E.M. Rogers' pioneering diffusion of innovation theory, which explains how new ideas, practices, and products spread across societies. This approach offers essential insights for successfully marketing innovations by grouping adopters into five separate categories, ranging from pioneers to laggards. The five-step diffusion process is carefully researched to comprehend how customers accept and maintain change, from information to validation. The study also explores Wilbur Schramm's idea of the "magic multipliers" of modernity, which emphasizes the transformational potential of mass media in bringing about societal change. It emphasizes how the media may promote social and economic advancement by increasing awareness of demands, assisting with decision-making, and speeding up the adoption of new habits.

KEYWORDS:

Communication Theories, Development Communication, Media Influence, Mass Media Role, Rostow's Stage Model.

INTRODUCTION

This is a version on Rostow's stage model where many thinkers highlight the relevance of various forms of help or interventions that can shock countries out of their pre-existing patterns and bring about change. Through houselights education, the assimilation of Western values like individualism, universalism, competition, and achievement as determined by tests should be sped up.

The Inkwells media had a big role in promoting unusual notions like family planning and democracy. This was seen as a way of dissolving the bond between family and children. This theory holds that compared to more scattered rural regions; highly populated places are more likely to see the spread of new ideas [1].

Developmentally Dominant Paradigm

In 1960, this informed and guided a number of national development initiatives.

- a) Improving people's quality of life through eradicating poverty and advancing the economy.
- b) According to the author, the prevailing paradigm saw mass communication as a powerful and practical instrument for informing and educating the public about issues relevant to development.

This illustration demonstrated that:

- a) Industrialization, economic growth, and productivity improvement might all influence modernization.
- b) GNP is used as a development indicator. The country, the individual, and social structures all have fundamental aspects that are associated to underdevelopment.
- c) The public's views, values, and beliefs might affect change.
- d) In an effort to foster growth, developing countries pushed extensive, capital-intensive idealization.
- e) The nation should develop into a dynamic, industrialized, and socially mobile civilization instead of one that is centered on agriculture and is archaic and conservative.
- f) It's important to embrace technological improvements. The country, the individual, and social structures all have fundamental aspects that are associated to underdevelopment [2].

Constraints

- a) This model does not take into consideration the external constraints.
- b) This model did not discriminate between wealthy and impoverished countries in terms of low resource needs and a variety of development strategies.
- c) Not every growing nation has been ideal.
- d) Each nation has unique needs, each one needs a unique development strategy [3].

Diffusion of Innovation

The Diffusion of innovation theory, developed by E.M. Rogers in 1962, was one of the earliest concepts in social science. It was initially used in communication to explain how a concept or product gradually gains traction and spreads within a certain population or social system. As a result of this distribution, people gradually adopt a new idea, behavior, or item as a component of a social system [4].

Diffusion

A strategy used to propagate a new innovation through time and specific pathways among members of a social system.

- a) A change in society.
- b) The process through which a social system's structure and functioning are changed.

When someone does something that differs from what they previously done, such behavior is referred to as adoption. A person's capacity to accept a concept, action, or product relies on how innovative or imaginative they perceive it to be. Dissemination is possible because of this. Adopting a new idea, behavior, or item into a social system does not happen all at once; rather, it is a process in which certain people are more inclined to embrace the innovation than others [5]. According to study, there are some characteristics shared by persons who adopt innovations earlier than those who do so later. When promoting an idea to a target market, it is essential to understand the characteristics of that group that will encourage or hinder adoption of the product. Despite the fact that the majority of the general population

tends to fall into the middle of the five known adopter groups, it is still crucial to understand the characteristics of the target audience. In order to appeal to the five different categories of adopters, several strategies are utilized while marketing an innovation [6]. There are five different types of adopters.

i. The Pioneers:

These are the people that want to try out the new technology first. They are audacious and fascinated by novel ideas. These people are often the first to think of original ideas and are quite willing to take risks. To be more precise, not much has to be done to appeal to this group.

ii. Early Adopters:

These people act as opinion leaders. They like assuming leadership roles and accepting change. Since they are already aware that change is necessary, they are very at ease putting new ideas into practice. How-to manuals and information sheets for implementation are two strategies to appeal to this group. Information won't persuade them to make a change.

iii. Early Majority:

These people often act before the bulk of others, even if they don't always take the initiative. Having said that, they often demand evidence of an innovation's efficacy before they are willing to adopt it. Some techniques to appeal to this group of people include success stories and evidence of the innovation's effectiveness [7].

iv. The Late Majority:

These people are averse to change and won't agree to a new proposal until the majority has tried it out. One strategy to appeal to this demographic is to provide information on how many other people have tried the innovation and successfully accepted it.

v. Losers:

These people have strong ties to tradition and are highly traditional. They are the most difficult group to persuade to embrace change because they are so adamantly opposed to it. This group can be persuaded using statistics, fear appeals, and peer pressure from other adopting groups. The steps through which a person accepts an innovation and therefore causes spread include awareness of the need for an invention, the decision to accept the innovation, the initial use of the innovation to test it, and continued usage of the innovation [8].

The Process of Innovation Diffusion

Building on the ideas of Ryan and Gross, Rogers proposes a five-step procedure for the diffusion of inventions:

i. Knowledge:

The first step in the spread of innovation is knowledge. The invention itself is first presented to the prospective adopter at this stage. They are not yet sufficiently interested in learning more, nor do they possess sufficient information to make an informed purchase decision. At this step, marketers will attempt to increase product awareness and provide enough information to encourage prospective adopters to continue on to the next stage. An ancient proverb states that if the user can't find it, it doesn't exist [9].

ii. Persuasion:

When a prospective adopter is open to the idea of making a purchase, that person is at the persuasion stage. They are actively seeking knowledge to aid in their decision-making. Marketers will now make an effort to go into more detail on the benefits of the product. There will be a deliberate endeavor to commercialize the innovation at this stage of its dissemination.

iii. Option:

The final decision rests on the prospective adopter. Before choosing to accept or reject the idea, they will weigh its advantages and disadvantages. The process's most fuzzy phase is this one, it's vital to remember that. According to Rogers, this is the time when learning intelligence is the most difficult. This is due, at least in part, to people's propensity for illogical decision-making. They make a decision based on the underlying beliefs and feelings they are experiencing, and then they make an attempt to justify it. It may be challenging to understand the decision-making process since the arguments provided after a choice are unlikely to be representative of the underlying reasons why a decision was made [10].

iv. Application:

Most of the time, once the decision to adopt it has been made, the product will be used by the buyer. The adopter makes a decision about whether or not the product will really help them at this stage. They might also search for more information to aid in the use of the product or to better understand it in its context. This phase is fascinating because it suggests that the ownership process should be carefully considered by both marketers and designers. How can a customer locate pertinent information after making a purchase? The quality of the implementation experience will be, to a lesser or greater extent, determined by the ease of access to information and the quality of that information.

v. Validation:

The user now evaluates their decision and decides whether to keep using the product or discontinue it completely. This term will continue until a product is discontinued, at which point it will end. This phase often involves a social and individual product assessment [11].

Adoption and Spread

It's crucial to bear in mind that adoption is the process through which a consumer begins utilizing a product and continues to do so, while diffusion is a measurement of the rate of adoption. It considers the connection between every user, one another, and the product as a whole, in addition to the interaction between a single user and a product. sifting through social networks to find well-known individuals, then working with them to spark interest in a concept. choosing a representative group of possible users, "injecting" the innovation into that group, and obtaining positive feedback, case studies, etc. from that group to help other potential early adopters make a decision.

The Mass Media's Magic Multipliers

The concepts of Lerner and Rogers on the "magic multipliers" of modernity, or the mass media, were developed by Wilbur Schramm. His work was a part of the UN and UNESCO proposals for a program of do-it-yourself projects to improve press, radio, broadcasting, film, and television facilities in countries going through economic and social progress. For Schramm, the media's capacity to serve as 'agents of social change' was almost miraculous. He said that in other circumstances, such as when establishing new social links, the media

may help people make the shift to new customs and habits. Attitudes, beliefs, skills, and social conventions must all change for behavior to change considerably. Recognize the need first. The need to develop or adopt behavior is the second [12].

Therefore, a nation seeking to speed up the process of development would aim to increase public awareness of needs and available options for resolving them. Additionally, it will speed up the decision-making process and help the general public quickly and easily adopt new habits. Schramm presented a compelling argument for how the media may spread viewpoints, focus attention, raise expectations, and promote progress. In all areas of education and training, he was optimistic about the potential of mass media and educational instruments like computer-based instruction, language laboratories, and digital computers. According to the idea, "a developing country should review its restrictions on the import of informational materials and should not hesitate to use new technical developments in communication, in cases where these new developments fit its needs and capabilities."

He came to the conclusion that one of the issues was how to totally and expertly promote social and economic development utilizing the tools and capabilities of modern communication. He described the ease with which modern mass media may multiply informational resources as being almost miraculous. According to modernization theories of development, civilizations evolved from being traditionally based to being transitional to modern, and finally to "postmodern" or "postindustrial" societies that were impacted by Darwinism. Societies evolved and flourished based on the Darwinian principle of "Survival of the fittest."

A study published by UNESCO called *Mass Media and National Development* has almost functioned as a template for development communication. It argued that each person would need understanding of the work he would do. Millions of workers would also need various types of information.

The conventional means of communication cannot fulfill this demand. Therefore, modern communication technology would be quite useful in meeting this demand. by simultaneously disseminating the messages to the whole staff. For there to be meaningful social change, the people must be informed, educated, inspired, and persuaded. Information needs to flow both from and to them in order to understand their demands. They may participate in the decisions and acts that define the nation. This task cannot be accomplished by the many communication channels, including interpersonal, group, and traditional media. Considering how much time and work it would need to do so. A developing country finds it challenging to accumulate a big store of resources and wait for so long. Mass media may do this objective more quickly and with less effort because of its supernatural reach [13].

The audit found that it was easier and less expensive for the mainstream media to reach the vast majority of people. However, it failed to achieve its primary objectives, which caused it to change into a Magic Multiplier. performed a wonderful job in increasing awareness, but the target audience could not be persuaded and educated. Even while the mass media, which some have referred to as a "magic multiplier," performed a commendable job of increasing awareness, the target audience could not be persuaded and educated as planned. Intimate interactions, which are important for persuasion, motivation, and education for or about anything, may be had thanks to interpersonal and group communications, it has been found. It was almost a wonder that modern mass communication could increase the number of resources available on a worldwide scale. The concept of national economic and social growth is unachievable without a current information multiplier. Without the employment of the media, the major movements would not have happened at all. A lot of feedback is

required when utilizing communication as a development tool; communication should never be one-way. It should be possible for users to provide program developers feedback so that the program's effectiveness can be determined [14], [15].

DISCUSSION

In today's culture, it is crucial to comprehend how media and communication concepts fit into the larger framework of growth. We may comprehend the complex dynamics of how ideas, inventions, and information circulate through cultures by taking a look at it from the viewpoint of communication theories. One of these theories, the Rostow stage model, emphasizes the need of interventions and support in igniting social transformation. It is important to note that the rapid adoption of Western principles and values, such as individualism and democracy, is one of the main forces behind success [16]. Furthermore, it is impossible to exaggerate the importance of the media as a weapon for promoting change and spreading these ideals. It is an effective tool for influencing public opinion, raising important topics, and changing behavior and now know more about the function of communication in development because to E.M.

Rogers' diffusion of innovation theory. It divides people into adopter groups in order to provide insight on the elements influencing the acceptance and adoption of new ideas, practices, or goods. For communicators and politicians working to build practical plans for bringing innovations into society, this theory offers helpful insights. Wilbur Schramm's idea of magic multipliers draws attention to the media's purportedly miraculous ability to promote social change.

It underlines how the media may speed the formation of new habits as well as public decision-making [17]. Modern communication technology is necessary to match societal expectations in a society that is changing quickly. In light of the formation of modern civilizations and the growth of social change, the examination of communication theories and the function of the media in development highlights the crucial role played by communication. It emphasizes the need for a complex comprehension of communication dynamics as well as the purposeful use of media to promote growth, increase awareness, and enable social change.

If they want to utilize communication as a vehicle for good social change and advancement, policymakers, communicators, and researchers in the area of development communication should pay close attention to this issue [18].

CONCLUSION

The intricate connection between communication theories and the role of the media in development, in sum, is a subject of great significance in our rapidly evolving world. The need of understanding and using communication dynamics in order to foster positive societal change and development has become obvious via this conversation. From Rostow's stage model, which stresses the acceleration of Western values and ideas, to the expansion of innovation theory, which gives a roadmap for bringing innovations into societies, we have seen the critical role that communication theories play in developing development initiatives. It is also critical to consider how the mass media may act as a transformative force that can raise awareness, influence public opinion, and promote behavioral change. Wilbur Schramm's "magic multipliers" hypothesis highlights the media's improbable capacity to speed up the adoption of novel habits and ideas, emphasizing its role as a strong agent of social change. For meeting the demands of a society that is evolving swiftly and offering unequalled opportunities for information transmission, education, and inspiration, modern

communication technology has become crucial in today's world. Therefore, the connection between communication theories and the media is a strong force that has the potential to progress society in terms of development, economic growth, and social evolution. This debate calls for action among decision-makers, communicators, and researchers in the field of development communication. It highlights the need of strategic and educated approaches to communication given that communication has the power to affect how nations develop. By adopting the insights provided by communication theories and making use of the media's transformative power, we may collaborate to address the concerns of our day, advance the cause, and encourage positive social change. In the end, the value of communication for development is more than just a theoretical concept; it is a pressing requirement that may help communities and nations move toward a better future.

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CHAPTER 3

AN ELABORATION OF THE WEALTH TRANSFER AND GLOBAL IMBALANCE

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ABSTRACT:

Resources flow from a core of wealthy governments to a periphery of underdeveloped and destitute nations, favoring the latter at the expense of the former. The dependency hypothesis claims that the way in which underdeveloped countries are integrated into the "world system" results in wealthy states being wealthier and underdeveloped governments becoming poorer. The idea came into being as a reaction to the prior development theory known as modernization theory. the obligation to use a range of tactics, like as investment, technology transfers, and broader market integration, to help underdeveloped areas escape poverty and advance them down this ostensibly shared path of progress. There are two approaches to discuss dependency theory. The first is a capitalist perspective, whereas the second is socialist or Marxist. Capitalists see dependency as a component of the global system's modernization trend. With the intention of establishing a trading mechanism to aid them in overcoming poverty and developing their economies, underdeveloped or disadvantaged countries are included in the system. It is reciprocal. Most European countries have a lengthy history of imperialism.

KEYWORDS:

Economic Disparity, Inequality, International, Redistribution, Wealth, Dependence.

INRODUCTION

Over time, the imperialist system experienced a system change. It assumed the form of colonialism after the Second World War, and after 1970, it took the shape of neo-colonialism. It basically found two main Dependency setups. One is that developing countries rely on markets and low-cost labor from poorer countries in order to sustain their existing standard of living. Another is that affluent nations deliberately use various methods to keep their population dependent. This power may manifest in a variety of ways, including in the areas of banking and finance, politics, media hegemony, banking, education, culture, and sport [1].

History of Dependency Theory:

In two publications published in 1949, one by Hans Singer and the other by Ral Prebisch, dependency theory was first stated. The authors of these papers observe that the terms of trade between developing and developed countries have gotten worse over time, with the developing countries able to export a fixed percentage of their exports of raw materials in exchange for a decreasing amount of manufactured goods from the underdeveloped countries. This idea is known as the Singer-Prebisch thesis. Prebisch and his team, the Director of the United Nations Economic Commission for Latin America, oversaw the development of the Theory in the late 1950s. Their research showed that economic activity in the richer countries often caused serious economic problems in the developing nations [2].

He argued that industrialization via import substitution was preferable for developing countries than a trade and export strategy. Prebisch's first explanation for the phenomenon was very straightforward: poorer countries exported raw materials to richer countries, who

then produced items from those elements and sold them back to the poorer countries. The "Value Added" of a usable product is always more expensive to generate than the cost of the raw resources used to create it. Because of this, less developed countries could never earn enough from exports to pay for imports. Prebisch's response was straightforward: in order to avoid needing to purchase manufactured products from richer countries, poorer countries might start import substitution schemes. The less developed countries would keep selling their staple products on the international market, but they wouldn't use their foreign exchange reserves to import production [3]. Due to three issues, this technique proved difficult to put into practice.

- a) The first is that the domestic markets of the poorer countries could not support the economies of scale that the richer countries used to keep their prices low.
- b) The second issue was whether it was possible or preferable for the poorer countries to stop producing primary goods.
- c) The last issue was how much the less developed countries really exerted control over their principal exports, particularly in terms of doing business globally.

These obstacles to the import substitution program led others to think about the relationship between rich and poor countries in more complex and original ways.

The perpetuating poverty of the developing world was once thought to be explained by dependency theory. A new school of thought called the global systems approach claimed that poverty was a direct outcome of the international political economy becoming a fairly rigid division of labor that favored the affluent and penalized the poor. Dependency has a unique viewpoint on the issue at hand. Some researchers argue that progress and collaboration will solve the scarcity problem in developing nations. Another school of thought contends that dependency endangers a country's or its citizens' ability to maintain their independence. The developed nation suppresses distinct nationality and binds connections with individuals who share a variety of interests. Both sides have valid arguments [4].

This graphic represents the dependency theory's picture of the global system as it is believed to affect the growth of the countries within it. They believe that in order to exploit their resources and goods to sustain their own development, the developed core countries, such as the United States and the United Kingdom, are reliant on the less developed periphery countries, particularly those in Latin America. As a result, the periphery countries are exploited, their resources are degraded, and there is little to no surplus to reinvest in the society. The surplus from these resources is returned to the core nations to support their development [5].

Other Developmental Approaches

In the 1980s and 1990s, a number of critical academics offered development models as alternatives to both "Modernization and dependency" approaches. the 1980s and beyond

i. Long-term development and environmental protection

The biophysical environment is divided into two categories: the built environment and the natural environment. Since the industrial revolution, the built environment has become an increasingly significant element of the environment. Maintaining economic development within parameters that prevent resource depletion or severe environmental degradation is necessary for it to not negatively impact the environment [6].

ii. Gender and development

The term gender and development refer to a development strategy and methodology that is nonviolent, inclusive, empowering, equitable, sustainable, and respects human rights. It also aims to help individuals realize their full potential.

iii. Populism

Populism is the name used to characterize the political movement of the late 19th century, which was mostly headed by farmers and sought for the control of railroads and other significant enterprises, as well as the use of silver as the foundation metal for money.

- A. Farmers are now dealing with the following issues:
 - a) Falling agricultural product prices and growing operating expenses, such as those for train transportation, equipment, and fertilizers.
- B. Populist remedies include:
 - a) Government regulation of railways to control expenses;
 - b) cut tariffs to cut the cost of equipment and boost the export of agricultural goods;
 - c) Adoption of silver to increase the amount of money available.
 - d) Populism had an impact on the Democratic platform in the 1896 election and came to represent third-party activism.
 - e) Populists gained some local political clout and split white votes, giving black ballots more weight and making Jim Crow laws more relevant to them.
- C. The focus of these alternative methods has been on both the social and cultural aspirations of the nations as well as the external factors that affect overall development. Empowerment is crucial to the development process, but it must be placed within a framework that sees the acknowledgment of universal human rights on a cultural and political level as the ultimate goal of progress [7].
- D. Social movements and non-governmental social action organizations undoubtedly contribute significantly to grassroots activities, provided that the focus is on the empowerment of dalits and other oppressed groups rather than on the organizations themselves.
- E. Self-reliance has been highlighted by other contemporary philosophers in any effort at national development [8].
- F. Non-aligned nations in particular have made demands at international fora like the United Nations for the creation of a new international economic order and a new world information and can system in an effort to decrease the domination of the main powers over the global economy.
- G. Development is now seen as a process of mobilizing local resources with the objective of addressing local needs rather than as an externalization drive with trade and technology transfer as its driving factors [9].
- H. Rajini Kothari, the head of the center for the study of developing societies in New Delhi, is a well-known advocate of the "self-reliant" and human development models. He highlights the need of being independent in light of the appearance of new movements and players on the stage.

Among the most recent movements are the democratization, peace, self-determination, feminist, ecological, and peace movements. The human rights movement is seeing an increase in participation from bonded employees, landless individuals, miners, fishers, people from ethnic minorities, and women. There are several indicators of the trans nationalization of the global economy, including a free market economy, monetarism, export-oriented growth, free trade zones, the adoption of new technologies, and the depolarization of development. In such a situation, communication urges Kothari to actively participate in the struggle for justice, freedom, and the emancipation of all people. In order to provide underprivileged communities, cultures, and groups a voice, communication also supports their battles. Human society should be one of the main objectives of the development paradigm, with human rights elements being incorporated into it [10]. According to Kothari, the dynamic force offering a good alternative to the ideology of progress and the pursuit of affluence is real justice and diverse cultures creating their own plans in local movements for democracy and autonomy.

Models of Modernization Revival

The dominant ideology of modernization never really vanished. Despite the fact that many academics in the field of cam and diving had turned their backs on it, the national government, political parties, and the transactional continued to utilize and propagate the outmoded concepts.

Return of modernization hypothesis

Towards the conclusion of the 1980s, modernization theory is once again popular. The transformation of post-communist countries has given it new significance.

- a) Many of the prior problems have reappeared;
- b) Recently made critique. acceptance of the idea of modernity's uniqueness;
- c) Non-European cultures develop distinctive ideas of modernity;

The capacity to convert current imaginaries into different institutional constellations, as well as a diversity of modernity's and ways to become modern:

A key element is the rejection of conventional thinking and a political structure based on religious principles. By rejecting the notion that political and social order is founded on divine principles, modernizing agents claim that it is possible to construct a new order on the basis of self-produced understandings of such an order. The second, equally significant aspect of modernity is its emphasis on human autonomy, or the idea that a human being is a subject who is capable of understanding the world and acting on these understandings. The belief that society is malleable and that, as a consequence, individuals may create their own communities based on their own values is the third characteristic [11]. The fourth characteristic is that modernization programs and current thinking are inherently future-focused. Modern agents claim that by visualizing a better society, they can distinguish the present from the past and that these visions may be brought about in the here and now by strong action.

The aim of the national government is still to overtake the highly industrialized countries.

- a) Governments now have better capabilities for observing and managing their vast populations thanks to modern technologies.

- b) As the year 1980 drew to a close, there were various active examples of "modernization," both conceptually and practically, particularly in the aftermath of rapid breakthroughs in telecommunications and new technology.
- c) Instead of focusing on m.m. this time, satellite AM, audio conferencing, and teleconferences were employed. A variety of rural telecom projects have been launched.

Alaska, India, Indonesia, and the South Pacific are supported by international demos agencies.

- a) The revival was sponsored by the International Telecommunication Union, the OECD, the World Bank, USAID, IBD, the Inter-American Development Bank, and IPDC.
- b) The Maitland branch of the improved ac study claims that telecom use enhances the sky, the economy, and the city. improves rural communities' quality of life, economic growth, and social change.
- c) Castells' three books on the Economy, Sky, and Culture are now promoting other cutting-edge inventions as ways to accelerate growth, like video conferencing computers and even mobile phones. The act of networking has importance on the social, cultural, political, and economic levels. Additionally, it is inclusive, elaborate, dynamic, and open [12].

The 'fourth planet' is only one region of the sky; other regions must also be acknowledged.

- a) All types of communication, including intranets, the internet, print media, and broadcast media, are included in information technology.
- b) He thinks that civilizations develop in arbitrary, non-linear ways.
- c) Castells warns the government against taking an unduly pessimistic stance on how the usage of mobile phones may leapfrog development.
- d) Internet access and mobile devices for development.
- e) Technical advancement was committed in the 1980s.
- f) Priority has been devoted to modernizing the communication infrastructure.
- g) The Indian government formed a communications commission in 1981.
- h) The committee suggested using digital technology for switching and transmission in future communication networks.

In order to develop domestic digital switching technology, the Center for Development of Telemetric was established in 1984.

The amazing expansion of the telephone, the loosening of government regulations governing electronics and computers, and the openness of the Indian economy to international investment are all results of the growing reliance on technological solutions.

The BJP-led coalition at the federal level established a National Task Force on Information Technology and Software in 1998 with the goal of liberalizing the sector and promoting private enterprise and international investment.

The states then followed suit by establishing their own Information Technology Committees. Information and communication technology, or ICT, is the use of electronic computers, communication devices, and application software to convert, store, protect, process, transmit, and retrieve information from anywhere at any time [13].

Information

Information is knowledge that has been gained by reading, investigation, inquiry, study, or other means. The methods of information transmission are the telephone, television, and radio. We need knowledge in order to develop opinions and predict the future. For instance, specialists may use cutting-edge technology to detect the first signs of a tsunami and warn people to avoid danger areas. Information is knowledge, and information helps us fulfill our daily obligations. Taking stock market forecasting as an example [14].

Communication

The act of communicating is the sending of messages. People may converse vocally, symbolically, or both with one another throughout this process. People used to perform plays and poems as a way of communication in the past. These 'older' forms of communication aren't as popular as the internet, email, or video conferencing these days because of advancements in technology [15].

Technology

Is it using scientific knowledge, resources, and data to create procedures and items that satisfy consumer needs? To effectively spread information, such as news or weather forecasts. The tools used to increase communication include telephones and fax machines. Effective technologies that may be used include radio, television, satellites, the Internet, and satellites [16].

DISCUSSION

The concept of wealth transfer and global imbalance is at the focus of recent research on international economics and development. The global distribution of wealth and resources is the main topic of this article, with a focus on the distinctions between economically developed and underdeveloped nations. The global imbalance is a metaphor for how money, resources, and opportunities are distributed unequally across countries, favoring some while depriving others. This phenomenon has a big influence on geopolitical dynamics, social justice, and the stability of the global economy [17]. Wealth transfer is the term used to describe the movement of assets, funds, and economic advantages from one region or country to another. In this sense, it often refers to the transfer of money, technology, contacts in the commercial world, and international aid from economically developed nations to those with underdeveloped economies and little resources. Although this transfer could be seen as a method to help poor countries, it has raised questions about the motivations for and outcomes of such assistance. According to detractors, wealth transfer may prolong dependency on wealthy nations and maintain a global power dynamic that benefits the richer states. On the other hand, there are many other types of discrepancies that are covered by the global imbalance, such as economic inequality, access to healthcare and education, and political power disparities [18]. In addition to the economic, this imbalance has an impact on social and political sectors, which makes it a contributor to issues like poverty, social unrest, and in certain places, even violence. It represents the complex interplay between historical factors, trade laws, globalization, and international power dynamics. Wealth transfer and global imbalance are complicated problems that need for in-depth understanding of their causes and

potential solutions. States, international organizations, and civil society must collaborate to devise programs for more equitable income distribution, sustainable development, and poverty reduction. Conversations and actions on the wealth transfer and global imbalance will eventually influence the future of international relations, economics, and social justice on a global scale [19].

CONCLUSION

In conclusion, it is expected that the issue of wealth transfer and global imbalances is one of the most pressing issues confronting our interconnected world. As we navigate the complexities of a global economy, it is becoming more and more obvious that the unequal distribution of wealth and resources creates severe ethical, financial, and political challenges. A more just and equitable international system that respects the rights and aspirations of all nations and their people is required in light of the world's imbalance. Initiatives aimed at transferring wealth may provide essential lifelines to underdeveloped communities, but it is crucial to ensure that they do not unnecessarily prolong dependency or worsen already-existing power imbalances.

The promotion of sustainable and inclusive economic growth, and the eradication of poverty must be given top priority in global endeavors. This advocates for global collaboration and emphasizes the importance of moral corporate conduct, technical advancement, and targeted financial investments in the fields of education and healthcare. In order to correct the global imbalance, we must recognize the interconnectedness of our world. The problems of one nation or area may have a considerable effect on those of other countries or regions. Therefore, it is imperative to encourage greater global cooperation, empathy, and shared responsibility. In conclusion, addressing wealth disparity and transfer is both a moral imperative and a matter of economic policy. It is an appeal for nations to work together beyond national borders in the pursuit of a more equitable and well-balanced international society. By making such concentrated efforts, we can only hope to build a future in which everyone has a chance for wealth and opportunity, without regard to where they have been born or how they were reared.

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CHAPTER 4

AN OVERVIEW OF ETHICAL GUIDELINES AND SOCIAL IMPACT OF MASS MEDIA IN INDIA

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ABSTRACT:

There are several non-aligned countries for whom telephones, mobile interactive video, computer video, and other developing technologies are not necessarily appropriate. The use of these technologies could lead to an increased dependence on flimsy industries and the political blocs that back them. For instance, free markets and export-oriented economies in south-east and east Asia have succeeded in catching up with the industrialized nations, but at considerable human and environmental cost. Although socioeconomic and geopolitical conditions vary from country to country, development economists hold them up as "Models" to other non-aligned states, rendering any discussion of models of trade or development aid systems meaningless. While maintaining social justice, human rights, the world's fragile ecology, its limited energy supply, and its other natural resources, each country or culture must pick its own path in terms of its beliefs and traditions, resources, and ideologies. International regulation of the arms trade, toxic waste disposal, transitional corporation activities which are frequently a law unto themselves the use of space for commercial and military purposes, trade imbalances between and among nations, outsourcing of manufacturing and service, international migrations, and human trafficking are necessary for the survival of nations and humanity as a whole.

KEYWORDS:

Ethical Guidelines, India, Mass Media, Media Ethics, Media Impact, Social Change, Social Influence.

INTRODUCTION

Accuracy is at the heart of the news television business. Even while consumers of 24-hour news channels want speed, it is the responsibility of TV news providers to prioritize accuracy and balance above speed. Even so, channels should be upfront and truthful about any errors that do happen. Errors must be explained straight quickly, whether they be in the use of photographs, a news report, a caption, a graphic, or a script. Channels should also try to refrain from broadcasting anything that is obviously libelous or defamatory. Truth will always act as protection. This also holds true when news organizations cover public officials on television, yet no one can claim to be exempt from the examination or criticism of news organizations just because they do so. Even in these situations, the parties concerned will be given an equal opportunity to express their viewpoint [1].

i. Upholding impartiality:

By allowing equal chance for all parties, players, and actors in any debate or conflict to voice their opinions, TV New5 sources must maintain objectivity. Even if preserving objectivity does not always include giving each side equal attention, news organizations must make an effort to avoid accusations being portrayed as fact and allegations being perceived as an act of guilt [2].

ii. Crime reporting and efforts to stop glorifying crime and violence:

Because television news has a larger audience and a faster response time than other media, it is even more important that outlets exercise restraint to ensure that no reports or images are broadcast that encourage, glorify, incite, or favorably portray violent crime and its perpetrators, regardless of ideology or context. Additionally, it's crucial to use caution while broadcasting any potentially harmful or prejudiced imagery. The glamorization of violent actions must be avoided at all costs in order to avoid misleading or desensitizing viewers. News organizations will watch carefully that these reconstructions don't cross the line between taste and sensitivity. This means, so long as it does not offend decency and good taste, using reasonable care when showing any instance of pain, fear, or suffering, as well as any pictures or descriptions of self-harm or suicide attempts [3].

iii. Acting violently or intimidatingly against women or kids:

News organizations will make sure that no young girl or woman who has endured sexual assault, violence, trauma, or has been a witness to it is shown on television without the necessary steps being taken to conceal the identity as an example of the point. Where reporting any cases of sexual assault or where the personal integrity or privacy of women is in question, their names, photos, and other information won't be broadcast or disclosed. Identities of juvenile criminals and victims of child abuse will be concealed in a manner similar to this, and their photos will be changed to conceal their identities [4].

iv. Sex and nudity:

The male and female forms in nudity without morphing will be avoided by news outlets. Additionally, pornography, the use of sexually suggestive language, graphic depictions of sexual activity, sexual perversions, or instances of sexual violence like rape or molestation shall not be shown on channels [5].

v. Privacy:

Unless there is a very clear, established, and obvious public purpose in doing so, channels are generally prohibited from delving into people's personal affairs. Private information, including records, transcripts, phone conversations, and other materials, will only be accessed when required for the public's benefit, according to the basic guideline that news organizations abide by.

However, it is also accepted that the established idea of prior authorization cannot make the search of truth and news possible; as a consequence, door-to-door news gathering may only be used for the greater benefit of the public interest. Additionally, before broadcasting any broadcast involving minors that violates their privacy, the station must make every attempt to get parental or guardian consent. Although this cannot be regarded as a limitation on access, everyone is subject to the defense of the concept of privacy, particularly those in the public eye and public celebrities. It does, however, fully apply to their small children and family members within the aforementioned restrictions [5].

vi. Endangering the safety of the nation:

All news channels will use any language or maps that represent India and its strategic interests while abiding by legal constraints and Indian government rules. Additionally, news companies won't permit broadcasts that promote separatist groups and causes or leak material that endangers people's lives or compromises the nation's security. Broadcasting instances of security lapses and breaches, however, is in the public interest and cannot be interpreted as endangering national security [6].

Not encouraging or supporting occultism and superstition

News stations will not air any material that in any manner promotes superstition and occultism. News organizations will always add public disclaimers when showing any news pertaining to this genre to stop viewers from being misled into adopting these views and habits. As a result, stories involving supernatural occurrences, apparitions, ghosts, abnormal personal or social behavior, and recreations of the same, will not be presented as fact on news networks. News sources will air warnings, disclaimers, or cautions whenever such cases are presented to ensure that such beliefs or happenings are not considered as "fact" since they could be destructive to reason [7].

Stinging techniques

In order to provide viewers complete coverage of any major event, news stations should generally save the employment of sting and undercover operations for last resort. News networks will not allow any sting operation to be filmed using narcotics or other psychoactive substances, as well as any kind of violence, intimidation, or prejudice. Sting operations will be subject to the self-regulation principles outlined above, and news organizations will ensure that they are guided by a more definite and compelling public interest. News organizations will typically ensure that sting operations are only used to gather verifiable evidence of wrongdoing or criminality and that no deliberate visual editing, manipulation, or interjection of raw footage is made in a way that also alters or misrepresents the truth or presents only a portion of the truth. All news organizations will ensure that any significant inaccuracies in any broadcast are identified and corrected as soon as possible on air in line with the principles of fairness and impartiality. Corrections must also be scheduled such that enough people see them and they are not obscured. This directive, like the others, must be obeyed both in word and spirit in order to preserve the reputation of the Indian news broadcasting industry. All news outlets' websites will have a space for user comments. Additionally, we will pay attention to any specific viewer issues. Any news organization that receives a specific complaint must recognize it on air and, if it is found to be true, handle it thoroughly and honestly for the audience. In the odd event that a viewer or other group detects bias in any specific report that the News channel presents, it should respond to the viewer completely and impartially [8], [9].

Media, technology, and social change

Since the beginning of India's mass media interaction, several initiatives have been made to use their growing potential.

- i.** The 'Nationalist' press and indigenous media worked to reshape Indian society's social and religious structures.
- ii.** Setting the standard for journalism that is so concerned with development was Raja Ram Mohan Roy.
- iii.** In 1933, rural radio listening clubs were founded, and real Marathi, Gujarati, and Kannada programs were regularly transmitted.
- iv.** The first rural broadcasts were made by Allahabad and Dehra Dun in 1936, and in 1939, more than 100 city radio sets were accessible for listening in rural areas along the northwest boundary.

- v. There is poor communication between society and the media. It is very important to raise awareness on numerous levels. India calls for more egalitarian communication since it is both ethically just and more beneficial in practice.
- vi. As a consequence, bringing about social change in India is challenging. At the moment, mainstream media is not particularly good at encouraging sustainable rural development. Therefore, future perspectives could be more progressive if media impact is skillfully managed.
- vii. Self-organized groups for collective action may be created to create social capital, which is necessary for participatory programs to function well [10].

Therefore, all of these factors where mass media may promote a higher development in participation on multiple levels are significant. Through the media, a large number of people may be active in social change. It may persuade progressive values, and in the end, it may modernize Indian society by fostering a knowledge-rich and technologically savvy information community. Future transition could be facilitated by information automation and a sole dependence on mass media.

- i. The way that mass media affects societal change should open up new opportunities. Jonny Joseph believes that getting feedback is essential for improving accuracy.
- ii. The media today offers very little commentary. Another remark is that "the term mass communication must reflect at least five features, including: content; fast distribution and delivery; short turnaround time; and low unit cost of the customer.
- iii. In this context, Indian mass media is a largely urban phenomenon. If media is more affordable for the poor to access, it may really be mass-based. Media processes must be altered to improve response to stimuli.
- iv. The media must change to address forthcoming issues [11].

The media has impacted generations for so long, it has both good and harmful characteristics. Some false information has a particularly negative effect on society, encouraging criminal activity and hasty, unplanned behavior. Social media platforms like Facebook, Twitter, and WhatsApp are significant in this setting. In recent times, a false news story in India killed an innocent person and hurt that person's friends. Fake news is a major problem for social media journalism. While disseminating hostile propaganda is a significant type of fake news, it may be just as simple as disseminating false facts. We have the media's sway in our hands. Today, the most powerful force in the world is the media. Power is when someone has the ability to convict the good and clear the bad. due to their influence on the public's perceptions. As a result, it is up to the populace to reclaim mental control. Determine what is proper after that. The ultimate leveler in this situation is social media. Thanks to it, everyone who wants to contribute has a voice and a platform [12].

As A Public Service, Television

- i. Radio clubs were already established in Bombay, Madras, and Calcutta when the Indian Broadcasting Company was established on July 15, 1927.
- ii. Despite any obstacles posed by distance, other languages, and other cultures, the Board of Directors earnestly wants to engage in broadcasting in a spirit of public service.

- iii. But after "three years," the company was forced to dissolve, and the government reluctantly opted to maintain it as the Indian State Broadcasting Service and later AIR since it constituted a severe danger to India's peace and tranquility. The law that governs wireless telegraphy is still in force today.
- iv. Two rural TV experiments were conducted in the middle of the 1970s with the main objective of fostering social change and advancement. In 1975, both programs were launched, with SITE being the more comprehensive one. The first was an experiment with instructional television delivered through satellite, while the second was the comparatively understated Khadar communication project [13].

Site

- a) With the help of the Indian government, a UNESCO expert team conducted a study on the use of satellites for national development in 1967.
- b) The National Aeronautics and Space Administration of the United States and the Department of Atomic Energy reportedly had a disagreement in 1969 about the free use of a satellite for a whole year starting in August 1975.
- c) The experiment with the relay educational TV show direct was unique. There are 2400 villages spread over six selected regions in Orissa, MP, Bihar, Rajasthan, Andhra Pradesh, and Karnataka, some of which are without electricity.
- d) In addition to employing conventional receivers, 2500 towns and villages also used earth transmitters to receive the program using satellite signals obtained from receive-only stations.
- e) The term "media literacy" gained popularity throughout the globe with the advent of radio and film in the first half of the 20th century.
- f) Media education is the process that will promote media literacy abilities in the present information society.
- g) With the fusion of IT and ICT, the application and involvement of media has changed from print to non-print or any Virtual form.
- h) With the advent of the internet and its connectivity, it is now easier than ever to get the appropriate information at the right time while getting over geographical and physical limitations.
- i) The media environment that young people in today's contemporary society are exposed to is dynamic and ever-changing.
- j) People often use a range of media and engage in several media activities at once.
- k) As an example, a person working at a computer may also be using his smartphone to chat on WhatsApp, browse social media sites, and listen to music.
- l) The features, interviews, short stories, and other literary works that may be found in magazines can teach us things. magazines of all shapes and sizes that include a vast variety of data about the whole world [14].

The Role of Electronic Media in Education

- a) Learning television or educational television refers to the use of television programs in the field of distance learning. In the US, access channel providers for the public, educational, and governmental sectors are often associated with cable television. This might come in the form of specialized specialty channels or certain television programs.
- b) Adult education programs are available for older audiences; many of them are "telecourse" services or instructional television that may be utilized to get college credit. The Open University, for instance, has programs that you may watch on BBC television in the UK.
- c) A lot of children's television programs are instructive, from those that consciously instruct viewers to others that unintentionally do so. In certain television programs, each episode contains a distinct lesson that is often disclosed by the character who learned the lesson at the end.
- d) Television can teach kids important lessons about morality and accountability. Young children's social skills and intellectual aptitudes may be improved via educational programs. News, current events, and historical programming may help young people develop a deeper awareness of other cultures and peoples [15].

Radio's Impact on Education Radio has a big impact on education. Political and financial talk shows are examples of programs that provide informal education. The various celebrities, experts, and professionals that come on radio as featured guests through live calls teach us a lot and impart a lot of information. Community radio is defined as radio programming that aims to engage locals and serve the community. This term has become common due to community radio programs. Their verbal fluency will improve.

Facebook in the Classroom

- a) The use of social media platforms and networking websites by students to interact with one another, share ideas, and express their creativity is encouraged.
- b) Social media makes it easier to establish enduring relationships with real people. Examples include: Facebook could help pupils from dropping out of school because they are too lonely. By educating shy students about events that promote face-to-face contacts, Twitter may aid their socialization with other students. Such close relationships may establish and sustain a sense of belonging.

Advantages:

- a) These ties created via social media may also be fostered locally. Thanks to the Internet and social media, our brains are conditioned to skim and scan.
- b) Because there is so much information available on social media platforms, students learn to separate the information that will help them from the information that won't.
- c) Since social media is easy to use, accessible at all times, and can be accessed from almost anywhere, it improves communication between students and teachers.
- d) Social networking helps students become ready for profitable jobs. Through social networking sites like LinkedIn, graduates who are just beginning their careers may network and find employment [16].

Disadvantages:

- a) Having access to several online information sources at once, such as Facebook, Google, and other websites, diverts and scatters our attention. In addition to developing "scanning and skimming" skills, students risk developing a habit of not paying enough attention to what really important.
- b) They may interfere with higher-order cognitive processes, "including the kind of attention, concentration, and tenacity required for critical thinking," as well as intellectual development.
- c) Some researchers have connected heavy Internet use to weaker critical thinking skills, greater impulsivity, a lack of persistence, patience, and tenacity.
- d) Prolonged Internet use exposes students to interactive, addictive, repetitive, and structural brain changes that hinder learning.
- e) More Internet and social media use improves one's capacity to skim and scan material, but study shows that doing so at the sacrifice of concentration.
- f) Print, radio, TV, ETV, SITE, KCP, and new media strategies for promoting literacy and social change [17].

DISCUSSION

Although the press has not shown the necessary interest in development communication, press conferences, press tours, and workshops are organized by PIB with financial support from the Ministry in order to inform press personnel about rural development programs. Through DAVP, the Ministry publishes advertisements in local and national press to raise awareness of new initiatives and develop strategies for their dissemination. Universities and other educational institutions, particularly agricultural universities, are conducting radio communication experiments under the auspices of the UN [18]. Community radio broadcasts information and messages on developmental aspects, providing a platform for villagers to broadcast local issues. Promote adult literacy in the 1980s by using radio to reach 156 villages with 30-minute programs on topics like agriculture and other topics that could advance rural development. Broadcast programs on women's rights and other topics are also featured. Local community involvement is encouraged. There is a chance that this initiative will result in positive action. NGOs use local radio to promote their development initiatives. For instance, Kolkata's Chetana tapes its program on adult education using local talent and broadcasts it from the metro areas and other AIR centers. - Through this platform, many educators provide top-notch broadcasts. These programs are created by AIR with the assistance of local experts [19]. The Verghese Committee report, Service of AIR, advocated a franchise structure for boosting local radio for development and education. In 1959, television made its trial debut in India. The initial aim was to ascertain what TV might be able to accomplish in terms of formal education and community development [20].

CONCLUSION

The Kheda Communication Project (KCP), which was inspired by the idea of limited rebroadcast has installed 5.607 community television sets in 443 villages in Gujarat's Kheda district. Every day for an hour, Doordarshan and the Space Application Centre produce programming, the majority of which focus on and address issues affecting the lower socioeconomic levels. Women in particular learn from watching television. The Indian National Satellite (INSAT), created by ISRO to meet the needs of development, broadcasts

Science Channel content on Doordarshan and is used by the University Grants Commission to provide educational television across the country for its nationwide classroom program on higher education. INSAT is also used by the Indira Gandhi National Open University for distance education programs. Improves curriculum-based instruction, provides excellent teacher preparation, and promotes community involvement. - facilitates online learning, interactive training, virtual laboratories, video conferences, data/video broadcasts, database access for reference materials, libraries, and recorded lectures, online exams and admissions, and the dissemination of administrative information. - facilitates live lectures and PowerPoint presentations. E-Governance takes many different forms, including E-Choupal, Tele centers, and E-Governance: the delivery of public services and information to the public at their doorstep with the aid of computers. Information Community Technology is used as administrative tools to open the door for a quiet, social change. The actual transition in India occurred after 1996, when several independent media outlets launched news websites.

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CHAPTER 5

TRANSFORMATIVE COMMUNICATION INITIATIVES IN RURAL INDIA FROM SATELLITE TV TO COMMUNITY RADIO

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ABSTRACT:

One of the biggest experiments of its sort was the Satellite Instructional Television Experiment, carried out in 1975–1976 utilizing the USA's Application Technology Satellite. The effectiveness of satellite technology as a mass communication medium for a developing nation like India was proved by SITE. Particularly in remote locations, SITE offered invaluable expertise in the design, testing, and administration of a satellite-based educational television system. It began around 6:20 p.m. On August 1, 1975, 2400 TV sets in as many tiny villages sprang to life when they began to receive programming from a high-power geosynchronous satellite that was stationed 36,000 kilometers from Kenya. The lengthy handwritten land record system in the rural areas has been automated as a result of the Karnataka government's Bhoomi program. - For tropical medicine, a hospital in Kolkata employs computerized governance. The hospital employs telemedicine to assist doctors who practice in remote areas. Thanks to this software, patients no longer need to travel from far-off places to Kolkata for treatment.

KEYWORDS:

Rural Communication, Rural Development, Satellite Television, Transformative Initiatives, Rural Technology.

INTRODUCTION

The system comprises of a computer-literate villager known as the choupalsanchalak operating an Internet-connected kiosk in a community. The farmer and the computer are connected by the sanchalak. Information is shared through e-choupals in the modern period via the Internet while retaining its purely democratic character. Farmers can use the kiosks to gather market information, check the cost of agricultural products, and gain experience in the design, testing, and administration of satellite-based educational television systems, especially in rural areas.

They can also use them to find the best system parameters and show the potential of satellite technology for the quick advancement of effective communications in developing nations [1]. Encourage India's national development, which will have a significant impact on management, the economy, technology, and society.

- a) The TV sets were installed in remote areas in six Indian states: Rajasthan, Bihar, Orissa, Madhya Pradesh, Karnataka, and Andhra Pradesh. They were enhanced with 10 feet parabolic antennas and front-end converters.
- b) The first rural TV transmitter in India was installed in the Gujarati hamlet of B. Pij, and it broadcast both common shows from Delhi via satellite and local programs in the local tongue. In addition to local broadcasts, TVs in and around Delhi and Amritsar also received programming through satellite from Ahmedabad [2].

- c) The majority of community sets were placed in electric villages, however as part of the experiment, 150 battery-operated sets were placed in un electrified communities. Some traditional stations also rebroadcast the satellite programs in addition to the Direct Reception system, or SET.
- d) Children between the ages of 5 and 12 were given particular focus during SITE. In order to assist youngsters, develop community living skills and instill habits cognizant of the whole process of modernization in life and society, a systematic plan was developed, and programs were created [3].

Program for science education:

The following objectives were considered while developing science education programs:

- a) Why To show kids that science is all around them and that they may use the scientific method to examine, comprehend, explain, and change their immediate surroundings.
- b) To place a greater emphasis on understanding the scientific process than just imparting facts, these programs were created in a Mumbai studio. 160 scientific programs in Hindi with Oriya dubbing, each lasting around 10 to 12 minutes.

Important conclusions drawn from the assessments were:

- a) Community watching is achievable, and audience numbers of 80–100 may be anticipated on average. It is also viable to deploy, run, and maintain community TV sets and DRS in distant parts of a nation. In compared to pure entertainment programming, educational programming was favored. Community access to TV tends to close the communications-effects divide.
- b) In general, SITE found that expanding communications infrastructure to rural areas is not only doable but may also directly advance the growth of a country
- c) The project was seen as a learning opportunity to create, produce, and transmit pertinent educational and developmental programs utilizing a single broadcast channel in time-sharing mode to widely dispersed places with various issues and languages [4].

The SITE was more successful than any other medium in drawing in female viewers. The experiment was especially effective in targeted programs like those that included teacher and field worker training. It should be noted that at SITE, a multimedia package for training in the teaching of science and mathematics was presented to 50,000 rural teachers.

- a) Several lessons on the effectiveness of different program kinds, the use of affordable portable technology for decentralized participatory program production, and programming issues when audiences from rural and urban areas mix were learned.
- b) It introduced many scientists, engineers, sociologists, and programmers to the realities of rural life. It offered a real-world illustration of how several organizations with various fundamental specialties might collaborate together. Indian Broadcasting now has a persistent rural focus because to SITE [5].

Communication Project Kheda:

Kheda Communication Project From 1975 to 1990, the Gujarati district of Kheda served as a field laboratory for research on local communication and development. It represents a turning point in Indian television history.

This initiative was handled by DECU, which also created the educational and developmental programs that included a local audience.

- a) Kheda, a tiny district with more than 1000 villages in central Gujarat.
- b) Kheda Communication initiative, an initiative for educational television.
- c) Combating social problems by strengthening the rural community.
- d) It is regarded as a turning point in Indian television history.

This initiative was supervised by the Development and Education Communication Unit, which also created the educational and developmental programs that included the local audience. The creation of research based on participatory development programs was put to the test with this project [6].

Functions

- a) 443 communities have 650 community television sets.
- b) Maintained by the state government and owned by the local community.
- c) Schools, the Panchayathghar, or the Milk Producer's Cooperative Society.
- d) Doordarshan and the Space Application Center produced the shows.
- e) Continuous engagement with others.
- f) They wait to transmit till field testing is completed and feedback is gathered.

Focus

Participation from the audience was strongly encouraged. Villagers participated as authors, visual artists, and actors.

- a) Alcohol abuse,
- b) Discrimination based on race,
- c) Minimum pay;
- d) Family preparation;
- e) Discrimination based on gender;
- f) Cooperative,
- g) Elections, both local and national.

Evaluation

- a) Four evaluations over a ten-year period.
- b) Suggested that more women than males learned from this.
- c) Nourishment
- d) Family preparation.
- e) To address needs as well as disseminate awareness and information.

Development and the Press

Periodically, the press exposes their inhumane treatment practices in Bhelchi and other locations, as well as their destitution and patient misery. They entered the media thanks to development journalism, although the most of the time it plays the position of a mute observer, sometimes advocating on their behalf but often failing. Less than 500 of the 20,000 publications are in the rural press, and the majority are government giveaways, publications from agricultural institutions, or works by rural elite over instance, *sewagram*, a rural daily published over the last 30 years in UP, or the 12-language *HamaaraDesh*. The purpose of *sewagram*, which is a twice-weekly meeting of around 6000 *krishi-charchamandals* to discuss the weekly news, is to encourage greater performance. The *Hindustan Times* began publishing a daily section called "Our Village Chatera" at the beginning of 1969 [7].

The first column debuted on February 23, 1969, as the cover feature of the *Hindustan Times*' Sunday edition. It included a picture of several young people playing among some sheep, one *harijon* girl holding a lamb on her shoulder. Following the news that a villager had died due to the collapse of an old swing bridge, officials, extension workers, social workers, and private companies visited the village. This romantic scene stood in stark contrast to the actual squalor and poverty described in the column. A new bridge was constructed, a bus service began, a branch of a national bank was established, and the bank offered loans for the purchase of fertilizer, tractors, buffaloes, and wells and tube wells. To test a biweekly farmers program named *KrishiDarshan*, the department of atomic energy put community TV sets in 80 villages in addition to *Chhatera*. The *Usha Sewing Company* supplied sewing machines to the hamlet, *Mahila Mandals* and other businesses introduced pesticides and fertilizers to the area, and community sets brought together several cities and dismantled the customary division of men and women. This development journalism project was expanded to *Majira* and *Barefter*, two nearby communities, in 1972. The *MajiraHarijin* weaving group was persuaded to establish a cooperative and given assistance in exporting their goods in order to enhance their product designs [8], [9].

Radio as a Developmental Communication Tool

Radio has played a significant part in the evolution of communication since its origin, mostly because of its benefit of having a wide audience that includes members of all social strata. Various development communication projects were conducted through radio by universities and other educational institutions, particularly agricultural universities, via their extension networks and global UN-affiliated organizations. Another significant medium that is becoming more and more significant is community radio, particularly in rural India. The establishment of a local community radio station to provide information and messages on developmental issues is authorized here for NGOs and educational institutions. The local community is invited to participate in these initiatives. Villagers have a platform to communicate local concerns on community radio, which has the ability to spur action. Radio is used for development communication. Here is a list of a few of them.

In the process of putting the government's communication plan into practice, All India Radio has been a pioneer. 156 communities were included in the *Radio Rural Forum* trial from 1956. It had a 30-minute show on two days a week that focused mostly on agriculture and other topics that may encourage rural development. Since then, ongoing attempts have been undertaken to utilize radio to promote social change. In addition to the *radio rural forum*, ongoing efforts are being undertaken to promote growth. similar to the effort launched in the 1980s to encourage adult literacy. Recently, NGOs have assisted broadcast programs on women's rights, legal rights, and other topics [10].

All India Radio's Farm and Home Division:

The Directorate General of All India Radio's Farm & Home section directs, monitors, and oversees the programming activities for rural listeners that are especially created to meet the daily, seasonal needs of the farming community in Hindi and various regional languages/dialects from more than 188 Radio stations across the nation. On the basis of feedback from several ministries and departments, the Farm & Home cell at the headquarters sometimes sends directions to stations for the creation of special program material and marketing campaigns. This division's programs are centered on the daily requirements of the local farming community and include the most recent knowledge and technology to maximize agricultural productivity. These initiatives raise public knowledge of the best practices for raising agricultural output and the standard of living for the nation's farmers. The programs, which have an average run time of 60 to 100 minutes each day for rural women, children, and youth, are aired every day in the morning, noon, and evening [11].

Kisanvani an exclusive project on mass media support to agriculture extension, was launched in February 2004 in partnership with the Department of Agriculture & Cooperation, Ministry of Agriculture, to inform local farmers about the daily market rates, weather forecasts, and day-to-day information in their respective areas at the micro level. Currently. The 15th of February is recognized as Radio Kisan Diwas throughout all AIR stations, and special programming is produced to mark the event. Farmers who gain knowledge from AIR's agricultural programs share their experiences with their fellow farmers. AIR also creates and broadcasts special programming on wildlife conservation and forest preservation. The success of governmental measures in forestry, wildlife protection, and ecological balance is projected by All India Radio. Additionally, special programs are broadcast to raise awareness of desertification and land degradation are broadcasts that All India Radio regularly makes. These programs are produced and aired by all local and regional radio stations in their respective regional tongues. The right age for marriage, the age difference between two children, maternal and child health, AIDS, drug abuse, breastfeeding, children's rights, girl children, adverse child sex ratios, changing negative mindsets that lead to abortion of girl child fetuses, Pre-Conception & Pre- Natal Diagnostic Techniques Act and the penalties contained therein to create public opinion against violation of its provisions, and disability donation are topics covered in these programs [12]. Regular campaigns are launched against drug abuse, tobacco use, illegal trafficking, AIDS, etc.; to raise awareness about the facilities and rehabilitation services offered to leprosy victims and their families; and to promote social awareness of issues affecting people with disabilities. are aired weekly in their respective regional languages from all of AIR's regional and local radio stations. These classes are intended for children between the ages of 5-7 and 8-14. Additionally, AIR stations broadcast tailored content for children in rural areas. These broadcasts include plays, short tales, features, choral singing, interviews, epic story excerpts, etc. Women's socioeconomic development, family welfare, food and nutrition, scientific home management, female entrepreneurship, education, especially adult education, women's empowerment, gender problems, etc. are all topics covered by All India Radio. Throughout the year, special programs emphasizing the position and significance of girls are aired to raise societal awareness. By promoting legal literacy, these initiatives also seek to raise public understanding of women's rights and benefits. To connect with the audience of rural women, many traditional folk forms are employed [13].

Rural radio forums

In order to broadcast a half-hour Health Magazine program across 29 All India Radio stations five days a week, the Ministry of Health & Family Welfare, Government of India, and Prasar

Bharati have signed a memorandum of understanding. On April 7, 2012, in honor of World Health Day, the program was introduced. The campaign's major objective is to enlighten and educate the audience about health-related topics. The Ministry has created a list of the experts who are accessible in each state and who will take part in this program about different topics related to the health of the people in AIR facilities. Many of the professors on the AIR-approved panel provide top-notch broadcasts on this platform. At the gram sabha level, stress the comparative and progressive development situation in the villages. Stations are running special shows that include interviews with members of parliament, top district administrators, and others who can provide information on the villages adopted under the SaansadAdarsh Gram Yojana and show their success in relation to the predetermined metrics [14].

The Ministry of Human Resource Development received a frequency for educational broadcasting in each of the 40 cities at the March 2000 FM frequency licensing auction. IGNOU was given the assignment by the government since it had previously begun operating in 2001 as a joint media project of the Human Resource Development and Information and Broadcasting ministries. The nodal body in charge of the channels was IGNOU. Allahabad, Bangalore, Bhopal, Coimbatore, Lucknow, and Vishakhapatnam were the first cities where the transmission began. In the next two years, this was to be extended to 40 other locations nationwide. The daily programming is provided by a variety of educational institutions, NGOs, government and semi-government organizations, UN agencies, ministries for agriculture, the environment, health, women's and children's welfare, science & technology, etc., in addition to national level institutions like NCERT, NIOS, and state open universities. Gyan Vani stations operate as a media cooperative. Each Gyan Vani station has a coverage area of around 60 km, which includes the surrounding rural regions as well as the whole city. Gyan Vani channel operations were halted by AIR owing to IGNOU's cessation of payments as of April 1, 2013, which led to the amassing of debt of Rs 21.64 crore [15].

DISCUSSION

Community radio, which is owned, operated, and maintained by a community, has a limited listening audience and meets the information requirements of nearby villages. Community radio only broadcasts to a limited portion of the world. It is dependent on low-power transmission that only travels 20–30 kilometers. radius. It supports a community that relies on shared resources for survival and shares development difficulties and concerns that, although relatively localized, are linked to regional and national development objectives. Agriculture has always required a constant flow of information and is a very knowledge-intensive industry. In this changing global context, farmers' need for genuine, reliable, and useable information from both established systems and traditional traditions is ever-increasing in order to function effectively and compete economically. Even farmer-to-farmer communication may be made feasible with ease with sufficient capacity construction like the HAM radio [16]. The potential for agricultural extension to profit from local broadcasting's reach and relevance via participatory communication techniques has been shown by experience with community radio. When distributing timely information regarding the management of agricultural pests and diseases, weather, market news, etc., extension workers often utilize radio. Talks, group debates, folk music, conversations, and plays are often held for this purpose and are now running in Tamil Nadu and Andhra Pradesh performances [17].

CONCLUSION

In conclusion, the modification from satellite TV to local radio in rural India demonstrates a remarkable advancement in communication practices. Over the years, these initiatives have been crucial in bridging the knowledge gap, empowering rural communities, and fostering

development in India's remote regions. The satellite instructional television experiment, which served as a transition from Satellite TV, demonstrated how technology might be utilized to provide educational content to even the furthest flung communities. Not only did it provide access to information, but it also paved the way for the automation of vital services and enhanced rural life. Community radio stations' growth and development have strengthened rural communication even further. These stations have grown into a powerful platform for local voices to be heard, addressing significant issues, disseminating information, and encouraging neighborhood engagement. They have promoted cultural diversity, given voice to marginalized people, and promoted societal and economic development. This modification demonstrates how adaptable and durable communication initiatives are in rural India. It indicates a commitment to diversity and a knowledge that effective communication may drive social change in addition to acting as an instrument for advancement. It is crucial to continue supporting and expanding such innovative initiatives if rural India is to stay connected, educated, and empowered on its future road to progress and prosperity.

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CHAPTER 6

AN OVERVIEW OF COMMUNICATION IN SOCIAL CHANGE AND DEVELOPMENT

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ABSTRACT:

Communication is the most crucial component of a change plan, more so than controlling expectations or defining objectives. Leaders are also the most effective culture communicators since every action they do influences the culture underneath them. However, employee opinion seldom defines culture in its entirety. A worldwide language is required by the very nature of cinema, whether it be via narrative, documentary, realism, or fiction. The audiences may interact with the environment around them more effectively by accessing and comprehending what characteristics define a global concern. Both signifying and representing, movies. On a similar cerebral level, they blend the real and the unreal, the present, actual life, memory, and dream. Cinema, however, has played a key part in bringing about societal changes in addition to being a highly essential medium for pleasure and regaling the audience.

KEYWORDS:

Development Communication, Information Dissemination, Media Outreach, Participatory Communication, Social Impact, Social Justice.

INTRODUCTION

Since the first half of the 1930s, Indian film has seen a significant transition. Three major film studios in India emerged in the 1930s: Prabhat, Bombay Talkies, and New Theatres. Alam Ara, the first talkie in India, debuted on March 14 of that year. Nearly half of India's movie theaters were in South India in the 1940s, and movie theaters started to be seen as a tool for cultural rebirth. The "Golden Age of Indian Cinema" began in the late 1940s as well. The "Golden Age" spanned from the late 1940s through the 1960s. Mother India by Mehboob Khan addressed a number of socioeconomic concerns. It was among the first movies to focus primarily on women. In Hindi film, it became a turning point. In contrast to the fantastical world of mainstream cinema, it offered a contemporary, humanitarian viewpoint. It was a film of social relevance and artistic authenticity. Popular film began to focus less on social issues and more on romantic genres in the 1960s. Additionally, at this time, a more outspoken Indian nationalism rose to prominence [1].

A comedy of errors introduction was also made. The concept of an actor playing two roles was first proposed. Following the 1962 and 1965 Indo-Pakistan conflicts, the Indian officer developed into a symbol for the nation's imagination. Every segment of society, including those in small towns, metropolises, and rural areas, may access it in any language. Since movies have a large audience, they may readily raise people's awareness of issues like pollution, education, and human rights. The function of film in the following societal concerns is the Human Rights, Child Labor, Pollution Control, Anti-Corruption, Female Feticide, Patriotism, and Democracy, among other things. Movies may depict the incorrect approach to solving issues [2]. Killing action and violent conduct. With a few notable exceptions, current movies seldom depict real-life events. terrorism-themed films that influence young people to behave dangerously. Movies may help people become more aware

of their surroundings and the issues facing our planet. The big screen introduced the concepts of extramarital affairs, cohabitation, and premarital affairs with relationship issues. Movies are making people think about the social and cultural changes because they transport them to a place they have never been before [3].

Social transformation via communication

Social change is any major change over time in standards, values, and behavior patterns. Sociologists define a substantial shift as one that has considerable social repercussions. Significant societal developments that have a long-term impact include examples like:

- a) During the Industrial Revolution,
- b) The 15th century saw the end of slavery,
- c) 19th-century feminist movement.

The goal of development is to bring about social and material improvement in society, including more equality, freedom, and other desirable traits for the majority of people via their increased influence over their environment. Development is a broadly participative process. The study of social change brought about by the use of communication theory, research, and technology to promote development is known as development communication [4].

Communication for Social Change and Development

Simply put, without continual, culturally and socially appropriate communication between development providers and clients, as well as within the recipient group itself, development programs cannot result in change. As a result, everyone involved in the analysis and implementation of communication for development and social change, or what is generally referred to as development communication, would likely concur that development communication is, at its core, the sharing of knowledge aimed at reaching an agreement on action that takes into account the interests, needs, and capacities of all parties involved.

Application of communication in real life

Although media experts, opinion leaders, and policy-makers for development assistance have frequently attempted to use communication systems for social mobilization and change, this has more often than not resulted in ineffective, if not downright counterproductive, results due to a lack of understanding of the complexity of behavioral, societal, and cultural factors on end-user consumption patterns. Experts in the field and communication academics emphasize the need of closely examining society and culture when developing media and outreach strategies in order to ensure that target audiences are addressed in the most effective way possible to transmit information. This is especially true in underdeveloped nations where having access to information to help activities in the areas of health, agriculture, HIV/AIDS, literacy, and other areas may be crucial. Future study should focus on three areas: assessing the message's relevance, doing more comparison research, and conducting more policy [5].

Prevailing Paradigm

In the 1950s and 1960s, the western model of development was dominant. The modernization paradigm emerged in 1949, not long after World War II. It saw development as a task to help "underdeveloped countries" escape poverty via modernization and the application of free-market principles. They had an impact on every aspect of the global scene, including growth. The modernization paradigm, which was supported by political scientists and academics from

Western nations, became so powerful and prevalent in this setting that it also came to be known as the dominant paradigm. Because it dominated the area of development, Rogers referred to this paradigm as the dominant paradigm of development. This paradigm placed a strong focus on the idea that industrialization, economic growth, and greater productivity could all be accomplished via heavy industries, capital-intensive technology, urbanization, and centralized planning. A dynamic, industrialized, urbanized, and socially mobile country replaced a static, agrarian, primitive, and inflexible civilization [6].

Wilbur Schramm and Daniel Lerner supported the prevailing paradigm and promoted technology and automation for growth and transformation. They made important contributions to understanding the function of communication in the advancement of technology. The development community maintained that internal factors existent in the country, the person, and the social structure rather than external factors were to blame for the underdevelopment of developing nations. Lerner's Communication Model for Development. As a result, in the dominant paradigm, communication was top-down and vertical, from the authorities to the populace. Mass media channels were used to mobilize the populace for development, and the audience was given a passive role in order to accept social change. At the cultural level, modernization promoted a shift in the thinking of people in developing nations who had to give up their traditional beliefs, which were seen as a barrier to modernization, and adopt attitudes and behaviors that supported innovation and modernity [7].

- a) At the technological level, modernization needed individuals with enquiring minds who were inspired by their belief in the scientific process and anchored in enlightenment values.
- b) It needed ardent defenders of the liberal theory, which is founded on political freedom and the adoption of democratic institutions.
- c) Finally, it needed complete trust in the benefits and strength of the free market, with little or limited government involvement, at the economic level.

Communication for Social Change and Development:

A number of viewpoints on communication for social change and development might be recognized on a more practical level, as shown in the third and fourth parts of the book. A first viewpoint can be that of communication as a process, which is often metaphorized as the foundation of civilization. It is not restricted to the media or to communications, but rather to how they interact within a web of social connections. Therefore, the consumption, assessment, and application of media messages from all sources are equally crucial to their generation and transmission methods. A second viewpoint views the communications medium as a hybrid system that combines interpersonal and mass communication channels with mutual reinforcement and influence. In other words, it is important to consider the mass media in relation to other channels. Consider the function and advantages of radio vs the Internet for democracy and development. Interactivity is a characteristic of both the Internet and radio [8].

The risk, which is now well acknowledged, is that gaining access to information increasingly requires a communication infrastructure that the poor cannot afford. Therefore, the growing disparities between the industrialized and developing nations, as well as the information-rich and information-poor, are what the digital divide is about, not technology. From an inter-sectoral and inter-agency viewpoint, communication in the development process is seen from another angle. This viewpoint encompasses all sectors and is not exclusive to information or

broadcasting organizations or ministries. The effectiveness of this viewpoint in influencing and maintaining growth is largely dependent on how well-designed the integration and coordination mechanisms are. The function of communication has undergone a significant transformation over the past three decades, moving from a top-down, one-way transfer of messages by agricultural technicians to farmers to a social process intended to bring both groups together in a two-way sharing of information among communication equals, or participatory communication [9].

Development and rural residents

Participatory communication has developed into what many believe to be the essential link between farmers, extension, and research for planning and implementing consensus-based development initiatives because it acknowledges that rural people are at the center of development and involves them from the beginning by seeking their opinions. But far too often, it has been the weak link, leading to the failure of several enterprises. Along with communication, it is now commonly acknowledged that investing in human resources concurrently through adult education and training is crucial for project success [10]. All of these things involve procedures of education and communication, including increasing awareness, learning new information, changing attitudes, boosting confidence, and taking part in decision- and action-making. And all not just the attractive ones are necessary for optimal growth. A final piece uses the lessons learned from the usage of conventional and older electronic media formats, with an eye toward the present drive towards networking the developing globe, as guidance for beneficial Internet use in rural areas. They draw the conclusion that numerous processes and components must come together in order to support behavior change on the basis of an integrated approach to involve people in changing behavior and an investigation of many situations. Additionally, they stress how crucial it is to include responsive and successful communication strategies into all development initiatives from the outset, even if neither change nor development can occur without communication for development [11].

We must coordinate all of our activities. HIV/AIDS Communication Many practitioners feel that mixing many theories or creating their own conceptual framework would help them comprehend the subject matter the best. The expert panel assessed a significant number of development suggestions gathered from studies by UN agencies and selected 10 key concerns for the future, while still heavily influenced by economic ideas and researchers:

- a) Civil disputes
- b) Changing weather
- c) Infectious illnesses
- d) Education
- e) monetary security
- f) Governance
- g) Malnutrition and starvation
- h) Migration
- i) Reforming trade.

Rico Lie discusses three changes in the way people think about effective HIV/AIDS communication: a move away from mainstream mass media campaigns for the disease and

toward culturally sensitive responses and the use of local community media; a move from viewing the disease primarily as a health problem to viewing it as a development problem; and a move from a focus on behavioral change to a focus on social change. These changes are linked and they cross across. A change in research and intervention tactics is also recommended as a result of these modifications in the underlying philosophical assumptions and paradigmatic thinking about communication [12]. It seems that there are at least two issues that prevent development communicators from effectively helping to achieve development objectives or goals:

- a) The first issue relates to the primary responsibilities that communication professionals often carry out. Without much engagement in the processes of information requirements assessment, communication strategy and planning, message positioning, treatment, and design, and/or multi-media mix selection, the majority of them are expected to create mostly publicity, public relations, and/or multi-media materials [13].
- b) The second, more serious issue is their failure to analyze communication issues holistically, integratedly, across disciplines, and across sectors, as well as to build and plan communication strategies in support of the more general development objectives or aims.

India's Unknown Traditional Folk Theater Forms:

Folk theatre is a hybrid art form that combines song, dance, drama, stylized speech, and spectacle. It has strong roots in regional identity and native culture. This kind of theater, a significant native instrument for interpersonal communication, portrays the social and political reality of the day. Indian folk theater has a long, storied, and rich history. Sanskrit plays were performed in the past for festivals or to commemorate important occasions. Actors and dancers were accorded unique positions of distinction in the courts of various Indian monarchs between the 15th and the 19th century [14].

For instance, the influential Peshwas of the Maratha state often attended the Tamasha Folk Theatre in the 18th century. To determine which of their theatre troupes has the higher skill, the Maharajas of Travancore and Mysore engaged in competition. Thousands of people saw the great ramlila, a 31-day play based on the Ramayana, which was produced and sponsored by the maharaja of Banaras! Due to this, local mythology, costumes, and masks were incorporated into the classical form of play, resulting in the development of several regional folk theater forms. Even after India was ruled by the British, this custom persisted in the princely courts. Since most Indian towns lack urban theater, folk theater has captivated rural audiences for ages. It has also had a significant impact on the expansion of contemporary theaters across the world. Bhartendu Harishchandra, a dramatist who is credited with founding Hindi theater in the 19th century, liked to mix traditional practices with then-current Western theatrical styles. The folk theater and baul singer influences may also be seen in Rabindrabath Tagore's plays [15].

DISCUSSION

One of the finest and most popular methods of teaching in informal education, religious propagandizing, rural development, etc. is storytelling. A condensed play called Keertana or Harikatha has one talented actor who can quickly transition into a wide range of personalities, emotions, and roles. It is said to have originated in Maharashtra and spread 150 years ago to Karnataka and Tamil Nadu. It is discovered that Kabir and Tukaram employed it and that it is strongly related to the bhakti movement [16]. Elders employed riddles as a teaching tool to

spread information and support the real-world messages of technology, agricultural production, and homemaking. Agricultural games are intended to let players have fun while learning. Snakes and Ladders and playing cards are two common games. Oral culture is dominated by proverbs, which capture the core of rural knowledge and wisdom. The Bioscope is a box constructed of thin wood. It has quite a few folding doors, each looking like a panel hinged on one side with another panel decorated with vivid images and mythical scenes and gods and goddess incarnations. It assists in spreading instructional messages to the public about topics like growing diverse crops, controlling mosquitoes, and preserving vegetables. In this technique, the message is conveyed after the audience's attention has been captured by the beating of the drum. The media is used to tell the public about certain events, such as meetings and extension operations. It is used to describe the practice of writing or sketching on walls. It aids in interacting with the majority of illiterate people. The strength of the image, its local flavor, and its powerful emotional pull [17]. The Vedas and other literary sources are often employed as a technique of public communication.

CONCLUSION

Such encounters are possible because of folk media, which are inherently participatory, adaptable, and familiar. They may convey developmental lessons since they are not just artistic expressions. Additionally, care must be made to prevent vulgarization of the forms. It is obvious that the characters in the local folk forms and the performers, if they are well-known, are most closely associated with the locals and revered for their aptitude and talents. The forms drama, song and dance, and religious discourses can also be modified to fit local circumstances, languages, concerns, and interests. We have gained a lot of knowledge about communication, the numerous media that are utilized for it, and how it is employed in our daily lives. However, it's also critical to realize that communication is not limited to traditional media like print, television, radio, photography, and the internet. There are more types of communication that are present all around us. There are still some communities today without sufficient power. It's possible that people in these locations are unable to use the internet or watch television. Newspapers and periodicals will not be readable by similarly uneducated individuals.

This does not imply that they do not communicate, however. Additionally, they have developed several forms of communication based on the local language and culture. Traditional media refers to non-electronic formats that serve as a component of our culture and a means of passing traditions from one generation to the next. Thus, traditional media is a method of communication that makes use of folk-art forms that have been passed down from one generation to the next in a community or collection of civilizations. The people's beliefs, practices, and rituals serve as the basis for the traditional communication methods. These are quite dated and well-rooted. They are native forms of communication that have long served the culture as instruments and media of exchange.

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CHAPTER 7

A REVIEW OF LANDSCAPE OF COMMUNICATION AND DEVELOPMENT

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ABSTRACT:

Major academic institutions across the globe provide communication curriculum that include specializations in interpersonal communication, mass communication, and health communication, to name just a few. Political communication, organizational communication, voice communication, intercultural communication, communication education, and other forms of communication are also included. The broad and multidimensional character of communication is shown by the addition of journalism, media production, information and communication technology, public relations, corporate communication, and development communication to the list. Although dictionaries, websites, and other sources attest to the richness, they may also lead to misunderstandings about what is meant by communication. This has been going on for a while; in the Encyclopedia in 1753, Denis Diderot said, "Communication: a phrase having a huge range of meanings. However, given that the many sectors are well understood and used professionally in accordance with their nature and features, the variety of thoughts and applications should not be seen as a sign of weakness or confusion.

KEYWORDS:

Communication Strategies, Global Development, Landscape, Multidimensional, Communication Fields.

INTRODUCTION

The proper use of the terms communication and communications which have distinct connotations, should be clarified at the commencement of this debate. In most cases, the decision to use the singular or plural forms only denotes a numeric difference; nevertheless, in this instance, the distinction might be thought of as one of content. When the term communications is used, it often refers to things like audiovisual programs, posters, technology, websites, and so on. Speaking about mass communications or telecommunications in this context is acceptable. The larger area of communication describes a process and its associated methods, strategies, and media rather than a single output. This is true for research communication, intercultural communication, and political communication, among other fields. Later in this Source-book, we'll also talk about the stark distinction between professional knowledge of communication and everyday communication skills, another gray area [1].

Various Forms of Communication

The inability of many development managers to distinguish between the various forms of communication, particularly between this field of study and others like corporate communication or mass communications, presents a challenge for development communication experts. The practical differences, which are often substantial, have their roots not only in the purposes, applications, and justifications of the many areas, but also in the theories that underpin those applications as well as the techniques and methodologies that

are used. Additionally, the operational ramifications of the newly developed paradigm have expanded the reach and purpose of communication in a manner that not everyone is yet completed [2].

Communication experts are often conversant with the many fields of communication, although they may not necessarily have the in-depth expertise to use each one effectively in various contexts. It seems unlikely that a political communication consultant with 20 years of experience at a New York consulting business would be the best choice to create a health campaign in a developing nation. The ideal person to ask for guidance on a communication strategy for a community-driven development initiative is probably not a journalist who has previously worked in corporate communication for a global corporation. Similar to this, it could be a mistake to ask an expert in development communication to draft a speech for an institution's director when doing so is not part of their job description. Despite the fact that most experts have a variety of talents, they often excel in one of those bigger communication areas, each of which calls for a distinct set of professional knowledge, competencies, abilities, and sensibilities [3].

The kinds vary in scope and function despite the fact that they are highly complementary, and each may be quite important depending on the circumstance. It should be noted that the phrase conducive environment, used to characterize the primary purposes of development communication, also refers to the larger role of two-way communication in fostering stakeholder trust, evaluating the situation, examining choices, and attempting to reach a broad agreement that would result in lasting change. The many forms of communication and how they are utilized need various sets of knowledge and practical instruments, even if certain roles may partially overlap. Each of the categories may entail a single communication strategy or a mix of strategies, such as marketing, capacity development, information distribution, community mobilization, and so on, depending on the specifics. Different forms of communication often call for various knowledge and skill sets. All forms of communication and the associated abilities are equally significant in general, but they are not equally crucial when used in certain contexts, such as when a community has to be mobilized [4].

Although they are all members of the same family and have similar conceptual origins, each sort of communication indicated in this table calls for a unique set of skills and knowledge—a notion that is still not well-known in the development community. All too often, a professional is recruited for a communication intervention outside of his or her area of competence, with unsatisfactory outcomes. The counterpart in the field of engineering, for instance, would be the interchangeable use of various engineers, such as using an electrical engineer to construct a bridge. Asking an orthopedist to treat ear discomfort, for instance, would be analogous in the medical field [5].

Synopsis of Development Communication History

The first step in gaining a deeper grasp of the area of development communication and an efficient means of enhancing required quality standards is becoming aware of the many functions and objectives of various forms of communication. A deeper understanding may be attained by becoming acquainted with the history of this specific field and the main theoretical pillars that support it. The area of development communication, sometimes known as communication for development, development support communication, and more recently, communication for social change, is briefly described in the pages that follow:

i. The Prevalence of Modernization

Since the old, heavily criticized paradigm of modernization has been partially abandoned and a new paradigm has not yet been fully embraced an understanding of the expanding role and practices of development communication is more important than ever. This old paradigm, founded in the idea that development is modernization, dates back to shortly after World War II and has been called the dominant paradigm because of its pervasive impact on most aspects of development. The main aim of this outdated paradigm was to address global development issues by modernizing impoverished nations and giving them guidance on how to successfully ape wealthier nations. Communication was linked with the dissemination of knowledge and messages intended to modernize "backward" nations and their populations, while development was equated with economic progress. Mass media were at the core of communication projects that primarily depended on the old vertical one-way model: Sender-Message-Channel-Receiver because of the inflated idea that they were particularly strong in convincing audiences to alter attitudes and actions. The diffusion viewpoint, which is often used to modify behavior via media-focused strategies and campaigns, has used this as its model of reference [6], [7].

ii. The Contrary Concept Dependence

The 1960s saw the rise of the dependence theory, an alternative theoretical model based on a political-economic viewpoint, in response to vocal resistance to the modernization paradigm. This school of thought's proponents criticized some of the modernization paradigm's fundamental tenets primarily because it implicitly placed all of the blame and responsibility for the causes of underdevelopment on the recipients while ignoring external social, historical, and economic factors. Additionally, they claimed that the current worldview was heavily Western-centric and disregarded or rejected any other path to progress. Even while dependency theorists stressed the significance of the connection between communication and culture, the fundamental idea in the area of communication remained embedded in the linear, one-way model. The agenda for a new global information and communication order, which was the subject of a protracted and contentious discussion that mostly took place at the United Nations Educational, Scientific, and Cultural Organization in the 1980s, was made possible in large part by their efforts. Demands for a more equal and balanced flow of communication, information, and cultural activities between wealthy and developing nations was one of the tricky topics. Although the dependence theory had made a significant influence in the 1970s, it began to progressively lose significance in the 1980s as its supporters' alternative economic models failed [8].

Development Communication's Added Value in Programs and Projects

Failures and disappointments in development have occurred throughout history, and many of these have been linked to two interrelated factors: ineffective communication and lack of participation. A similar conclusion is made by Servaes, who claims that the successes and failures of most development projects are often determined by two crucial factors: communication and people's involvement. No matter the project type agriculture, infrastructure, water, governance, or health it is always beneficial and often necessary to create communication among the relevant parties. Building trust, exchanging knowledge, and assuring mutual understanding all need dialog. The development communication professional may assist in identifying, addressing, and mitigating objections to even projects that seem to have broad support, like building a bridge [9].

Numerous studies have shown that a participative approach to development is more efficient than a top-down management one. The World Bank, Shepherd, Uphoff, Bagadion and Korten, and others have provided statistics in support of this viewpoint. The transition to a

more participatory approach and its incorporation in development work are supported by development communication often leads to a decrease in political risks, an improvement in project design and performance, a rise in activity transparency, and an improvement in the voices and involvement of the public [10].

Adopting Two-Way Communication from the Start Communication interventions are frequently used in ongoing projects, but managers should be aware that their effectiveness may be constrained by elements that have emerged since the project's inception, such as the perceived importance of the project's goals, the lack of support from stakeholders, or a variety of other potential misunderstandings and barriers that could limit the impact of communication interventions. The understanding that communication efforts are most successful when implemented early in the project cycle should not be affected by the fact that communication evaluations and strategies may still be helpful when implemented midway through a project [11].

Participatory approaches have shown their crucial role in enhancing project design and results sustainability, even though many practitioners of the new participatory development paradigm advocate the active involvement of local stakeholders from the early stages of an initiative on moral grounds and from a rights-based perspective. Thus, from both a political and a technological standpoint, involvement may be seen as an essential ingredient for successful growth. Successful communication interventions may engage and enlighten audiences without always relying on media; they can also depend on more interactive and interpersonal techniques. There are several ways to conceptualize participation in a project, ranging from the most passive to the most engaged. What is sometimes described as "participation" is frequently not, at least not in a major sense [12].

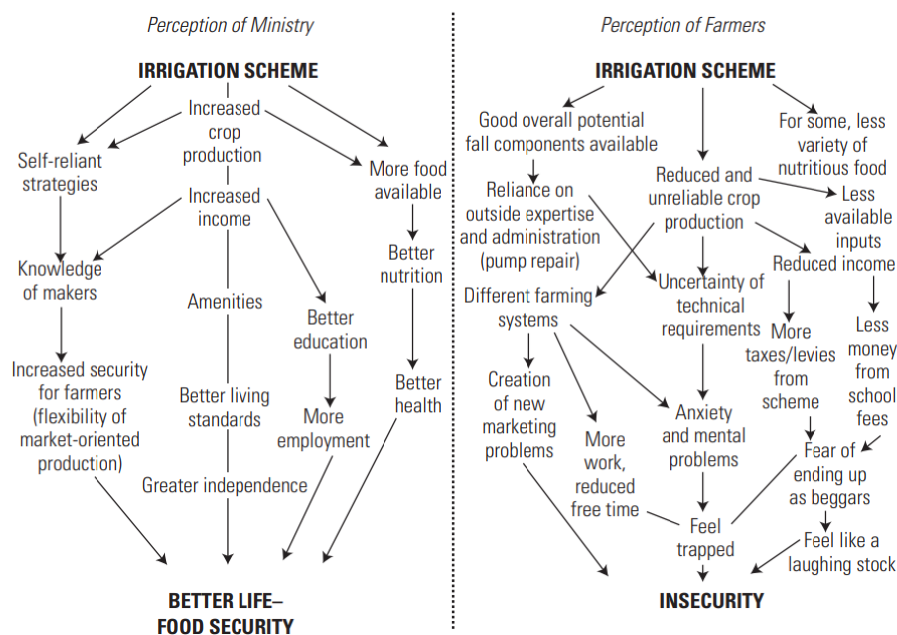


Figure 1: Represented the Windows of Perception in an Agricultural Project [15].

Stakeholders are more likely to be skeptical of project activities and less likely to support them when they are not included from the start. In contrast, their motivation and commitment increase when communication is employed to include them in the formulation of an endeavor. This is true not only in the context of development but also in the private sector, as demonstrated by the following quote from a director of a significant private corporation. It is incredibly irksome and terribly longwinded to get agreement to any action, but it does have

enormous benefits the meetings buy everybody in, and once they get behind the project, they'll do anything they can to see it through [13].

Stakeholder participation in setting development priorities provides benefits beyond merely securing their support. It provides managers and specialists from outside the area with useful insights into local reality and information, which eventually results in more relevant, efficient, and sustainable project design. The following example shows what might happen when stakeholders' opinions differ and how significant issues can develop as a result of their perceptions rather than real facts. The project was anticipated to boost crop output, allowing greater food security, better nutrition, and higher revenue for underprivileged farmers, according to specialists from the Ministry of Land and Water. Sadly, the farmers were not included in the project's identification, evaluation, and planning stages by the specialists. Due to improper communication during the early phases, the farmers developed misperceptions and had unfavorable attitudes while the initiative was being implemented. The absence of two-way communication was the root of these issues and ultimately the project's demise [14]. Insecurity and annoyance on the part of the farmers instead of improved confidence and a higher standard of living was the eventual effect, as is seen in Figure 1.

Rahnema draws the following conclusion after summarizing the amount of information that has developed during the 1980s: "Several significant international assistance organizations agreed that development programs often failed because people were left out. Other studies of operations in significant organizations, such as the United States Agency for International Development and the World Bank, reported similar findings. It was discovered that whenever people were locally involved and actively participating in the projects, much more was achieved with much less [16].

DISCUSSION

When the modernization paradigm's promises fell short of expectations, its practices came under greater scrutiny, and dependence theorists failed to deliver, a successful alternative model, a new strategy centered on people's engagement started to take shape. This participatory strategy is more based in the cultural realities of development and less focused on the political-economic sphere. According to the agreement included into the framework of the Millennium Development Goals, the emphasis of development has evolved from economic growth to encompass additional social elements required to secure significant outcomes over the long term. Meaningful participation cannot happen without communication, which is why sustainability and people's participation became essential components of this new vision, as acknowledged by the World Bank as well. Internationally, emphasis is being placed on the challenge of sustainable development, and participation is increasingly recognized as a necessary part of sustainable development strategies [17].

Unfortunately, a lot of development programs, even those that are community-driven, appear to overlook this component and, although they focus on participation, do not similarly focus on communication, which is meant to be the professional use of dialogic techniques and instruments to encourage change. Participation must be founded on the effective use of true two-way communication ideas and practices in order to be genuinely relevant and meaningful because of this, it is increasingly thought that effective communication is crucial to enabling stakeholders to participate in issue analysis and solutions. Similar to how the traditional vertical top-down approach is no longer applicable as a "one-size-fits-all" formula, there is growing acknowledgement of this fact. Despite the fact that the Sender-Message-Channel-Receiver model's fundamental ideas can occasionally still be helpful, development communication has shifted more and more in favor of a horizontal, "two-way" model that

prioritizes direct and active human interaction through consultation and dialog over the conventional one-way information dissemination through mass media.

The restricted participation of the affected individuals in the decision-making process may be directly or indirectly blamed for a large number of previous project and program failures [18]. It became clear that the success and sustainability of development activities depended on the horizontal use of communication, which facilitates dialogue, evaluates risks, identifies solutions, and seeks agreement for action. The term multiplicity paradigm, coined by Servaes, places a strong emphasis on the cultural and social multiplicity of perspectives that should be equally relevant in the development context. Other terms that are more commonly used to refer to this emerging conception include another development, empowerment, participation, and participation. The way communication is thought about and used is also changing due to the new paradigm [19].

CONCLUSION

It changes the focus from disseminating information to analyzing the issue, and from persuasion to involvement. It is expanding its horizons rather than replacing the outdated paradigm, preserving the crucial roles of educating people and promoting change while placing a strong emphasis on the value of effective communication in involving stakeholders in the development process. The two definitions that follow provide a coherent understanding of the limits that characterize this area of research and employment throughout the numerous definitions of development communication. The first comes from the World Bank's Division of Development Communication, which views development communication as an interdisciplinary field based on empirical research that promotes knowledge sharing to bring about positive change in development initiatives. Effective information distribution involves not just sharing information, but also leveraging empirical research and two-way dialogue among stakeholders. It is a crucial managerial tool that also aids in the evaluation of sociopolitical opportunities and hazards. At the First World Congress of Communication for Development, which took place in Rome in October 2006, the second definition was established.

The more than 900 Congress participants who took part in the Rome Consensus decided to include it. They agreed to conceptualize it as a social process based on conversation employing a wide variety of instruments and procedures. In order to achieve lasting and significant change, it is also important to listen, establish trust, share information and skills, develop policies, engage in debate, and learn. Public relations and business communications are not it.

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CHAPTER 8

AN ANALYSIS OF DIVERSE DIMENSIONS AND IMPORTANCE OF COMMUNICATION DEVELOPMENT

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ABSTRACT:

The primary communication styles monologic and dialogic presented later in the module demonstrate how the scope of communication has grown to encompass explorative and analytical cross-cutting elements in addition to its well-known distribution functions. This distinction is also helpful in recognizing the importance of communication in initiatives that do not initially appear to have a need for it, i.e., initiatives that do not envision specific communication or information activities, such as those that do not explicitly envision a communication component to disseminate information, conduct media campaigns, or advocate for a reform. Projects with communication-related elements often support pre-established development goals. In these situations, the several stages of the communication intervention stay within the parameters established by the project's scope and its stated aims. Following that, the communication evaluation will concentrate on identifying stakeholders' demands, attitudes, and risks about the particular project-related topics of interest.

KEYWORDS:

Dimensions, Empowerment, Participatory, Paradigm, Strategies, Stakeholders.

INTRODUCTION

A plan will be developed to outline the communication program in order to aid in the accomplishment of the project objectives based on the evaluation. For instance, a communication component may be necessary for an environmental project whose goal is the preservation of a threatened ecosystem in order to increase public awareness and understanding and persuade locals to follow certain habits. The knowledge, attitudes, and behaviors of the stakeholders toward the environment must be the foundation of the communication strategy for it to be successful. Such data would have been gathered during the research stage. The term communication needs assessment is often used to describe this kind of study. It looks specifically at problems relating to communication, such as knowledge gaps, communication requirements and capabilities, the media environment, and so on [1].

Projects that Develop Communication for Noncommunication

- a) It may seem absurd to have communication for a project that does not include communication, yet this is not the case. It simply implies that, whether or not a communication component is envisioned, communication is utilized to investigate, study, and evaluate many areas. The dialogical and analytical aspects of communication may be used to any evaluation and problem-solving approach, assisting managers of development efforts to avoid disputes and deal with unanticipated issues midway through the project [2].
- b) For instance, a project to build a road might not appear to require communication support, but reaching out to the communities affected by the project, listening to their concerns and suggestions, evaluating risk and opportunities, or drawing on local knowledge can be extremely valuable to the project's success. To name a few

situations where better communication may help, road construction can require using property that has unique emotional importance to locals and obtaining money for long-term upkeep [3].

- c) Development is about change, and change cannot occur without communication, according to the manager of the World Bank's Development Communication Division.¹⁰ However, this limited understanding of communication as a means of disseminating information and persuasion misses the spirit of the new development paradigm, which uses communication to promote participation and generate knowledge [4].
- d) When performing thorough evaluations across more than one area, the multidisciplinary aspect of development communication becomes invaluable. It is frequently challenging to comprehend how the issues for each sector are intertwined and what the overall priorities are for various groups of stakeholders, even when different specialists are able to conduct in-depth assessments for each of the sectors involved. Each expert may offer a true account of their particular field, but in order to prevent misunderstandings or misrepresentations, someone must bring all the information together in a coherent whole [5].
- e) Making changes that are successful and long-lasting requires the adoption of two-way communication that involves stakeholders as participants in the problem-analysis and problem-solving processes of development efforts rather than seeing them as just information recipients. As the example tale shows, it also stops people from investing in technically sound but ineffective solutions or making expensive blunders. In this situation, regardless of the intervention sector, communication emerges as the most effective way to examine and enable a communion of values and experiences among most stakeholders, essential to produce lasting effects [6].

Ten Important Communication Issues

These 10 points dispel some common misconceptions and fallacies regarding communication, particularly as they pertain to the subject of development. These false beliefs may often result in misunderstandings and cause ideas and techniques of communication to be used inconsistently and ineffectively. The first two items on this list speak to communication in general, whereas the remaining items specifically address development communication. The terms communications and communication are not synonymous. The plural form mostly refers to activities and goods, such as media products and services, as well as information technologies. Instead, then focusing on its informational character and media outputs, the single form, on the other hand, often refers to the process of communication, highlighting its dialogical and analytical functions. Theoretically, methodologically, and practically, this difference matters [7].

Every day and professional communication are significantly different from one another. A person who communicates well is not necessarily a person who can use communication in an effective and professional manner, but the two are frequently equated, either overtly or more subtly, as in, "He or she communicates well; hence, he or she is a good communicator." Every human being is a natural communicator, but not everyone has the ability to communicate strategically by using their understanding of fundamental concepts and practical application experience. A professional communication expert is capable of designing successful strategies that rely on the complete spectrum of communication techniques and methods to accomplish desired goals because they are knowledgeable about pertinent theories and practices. Developmental communication differs significantly from

other forms of communication. There are many different sorts of applications in the communication family, both theoretically and practically. The World Bank's activity is significantly represented by four major communication forms, which we refer to in this article as advocacy communication, corporate communication, internal communication, and development communication. Each has a distinct scope and needs certain knowledge and abilities to be performed successfully. If applied to another field of communication, expertise in one area of communication is insufficient to guarantee success [8].

The primary objectives and tasks of development communication include not just disseminating information and messages but also involving stakeholders and analyzing the current situation. In the past, when communication was associated with mass media and the linear Sender-Message-Channel-Receiver paradigm, whose objective was to enlighten audiences and convince them to change, such a view might have been appropriate: communication is not only about "selling ideas." Unsurprisingly, the first comprehensive study on the consequences of communication was completed shortly after World War II, when propaganda was the most problematic idea surrounding communication operations. The goal of development communication today is to provide open forums where the views, opinions, and expertise of key stakeholders may be discussed and evaluated. This includes both a dialogical and analytical component [9].

The approach is chosen after doing communication study. A communication specialist shouldn't create a communication campaign or strategy without all the necessary information to support their choice. The communication expert must not be afraid to ask the project management for further investigation if it is necessary to gather pertinent information, find gaps, or confirm project assumptions. Specific communication research should be done if there are gaps in the available data, even when a communication specialist is summoned in the midst of a project whose goals seem straightforward and well stated. To guarantee the overall validity of assumptions based on the expertise of the experts, they should always be verified with other sources. Communication research should ideally be conducted from the beginning of every development endeavor, independent of the sector or whether a communication component would be required later on, due to its multidisciplinary and cross-cutting character [10].

Development communication experts must possess a comprehensive understanding of the theory and real-world applications of the field in order to do their jobs well. Development communication specialists should be educated in the fundamental concepts and methods of other closely related disciplines, such as anthropology, marketing, sociology, ethnography, psychology, adult education, and social research, in addition to being familiar with the pertinent literature regarding the various communication theories, models, and applications. It is crucial for a specialist to be familiar with participatory research methodologies and procedures, monitoring and evaluation tools, and the fundamental concepts of strategy creation in the present development framework. A competent professional should also have the correct attitude toward people, be sympathetic, open to dialogue, and be prepared to listen in order to elicit and assimilate stakeholders' perspectives and ideas. Rather of being institution-focused, a professional development communication expert must continually be issue-focused [11].

Support for development communication is only as good as the project it is supporting. If the project's overarching objectives are not clearly defined, if they do not have widespread support from stakeholders, or if the activities are not carried out satisfactorily, even the best communication strategy will fall short. Sometimes, communication specialists are enlisted to support goals that are distant from the political and social realities on the ground or to provide

answers to issues that haven't been well studied and articulated. The best course of action in these situations is to do field research or a communication-based evaluation to delve into the important problems, limitations, and workable solutions. Tight deadlines and budget constraints, however, frequently prompt managers to pressure communication experts to produce quick fixes, trying to force them to act as short-term damage-control PR or spin doctors. In such cases, the fundamental foundations of development communication are neglected, and the results are typically unsatisfactory, especially over the long term [12].

The goal of development communication is not only to alter behavior. The areas of intervention and applications of development communication go beyond the conventional idea of behavior change to include, among other things, examining socioeconomic and political factors, establishing priorities, evaluating risks and opportunities, empowering people, bolstering institutions, and fostering social change in challenging cultural and political contexts. There are a variety of reasons why development communication is often linked to behavior change, including its use in health programs and in mass media to encourage audiences to adopt certain habits. These treatments are among the most widely publicized since they largely depend on communication efforts to alter people's behaviour and remove or lower hazards that are often deadly. However, the reality of growth is complicated and sometimes requires more significant adjustments than certain individual behaviors [13].

The foundation of development communication does not consist of media and information technology. In actuality, development communication adds value before media and information and communication technologies are ever taken into account. Media and information technology are undoubtedly an integral aspect of development communication and effective tools for advancing development. The communication effort done during the research phase has a significant influence on their application, which occurs afterwards. Project managers should be skeptical of "one-size-fits-all" approaches that use media goods to purportedly address all issues. Past experience shows that such instruments seldom provide the desired effects unless they are used in conjunction with other techniques and based on appropriate research [14].

The terms "participatory approaches" and "participatory communication approaches" are not synonymous and shouldn't be used in the same sentence, although they may be used in conjunction since they often serve complimentary purposes, particularly during the research phase. Even though there are some similarities between the two approaches, the most well-known participatory approaches, like participatory rural appraisal or participatory action research, rarely evaluate the range and level of people's perceptions and attitudes toward important issues, identify communication entry points, and map out the information and communication systems that can be used later to design and implement the communication strategy. Instead, each of these is a crucial component of a participatory communication evaluation.

Knowing the Purposes and Applications of Development Communication

It is essential to be aware of how development communication's scope has expanded in order to completely comprehend how it might be used in operations. Even the media-centric MacBride report 11 noted that the communication role was not limited to media and dissemination rather, it should be concerned with "involving people in the diagnosis of needs and in the design and implementation of selected activities." To be effective in that task, and to be true to the interdisciplinary nature of communication, a specialist in this field should be familiar not only with communication do's and don'ts, but should also be knowledgeable

about a variety of communication theories. When a communication expert is brought in to help with projects and programs for development, they should constantly inquire as to why a certain problem is happening and what sort of communication is required to solve it. Is it common practice to educate and promote project operations and goals via communication? Or is the goal to include stakeholders in the analysis and evaluation of change priorities, improving the initiative's design? According to Quarry, managers and decision-makers want communication, but all too often it is the first style of communication referred to as monologic in this Sourcebook and they frequently overlook the significance of the second kind of communication, known as dialogic [15], [16].

The typology used in this Sourcebook divides development communication into two fundamental modes, or families of approaches: the dialogic mode, based on the interactive two-way model, associated with participatory approaches, and the "monologic" mode, based on the classical one-way communication model associated with diffusion. Knowing the differences between these two modes aids in a better understanding of when to use each.

One-Way Communication in the Monologic Mode: Changing Behaviour

The monologic mode is based on the one-way flow of information for the goal of distributing information and messages to induce change, and it is related to the development communication viewpoint known as diffusion. Information is frequently sent linearly in "communication to inform" from a source to several recipients. It is used when spreading awareness or imparting information about certain topics is seen to be sufficient to accomplish the desired result.

In other situations, getting the word out is only the first step in a lengthier process that will eventually lead to behavioral changes. This technique is known as communication to persuade. Methods and media are used in communication for behavior change strategies to encourage people to adopt certain habits or behaviors.

Health campaigns typically use these strategies. Communication for behavior change, according to the Family Health International Web site, strives to create positive behavior, promote and sustain individual, community, and society behavior change, and preserve acceptable conduct. Its fundamental premise is that, with the use of effective communications, communication and persuasion tactics, and individual attitudes and behaviors can be altered willingly. The reference mode is monologic communication since the techniques, methods, and media employed for this modality primarily depend on the one-way paradigm [17].

Approaches to persuasion often still depend on the traditional idea of one-way communication. The main goal is for the sender to be successful in persuading the recipients of the planned change. In this concept, the sender may improve their persuasive message via the use of feedback. Strategic communication is a common strategy that is closely related to this method of communication and is often used in development projects to support management goals.

Two-Way Communication in Dialogic Mode Promotes Engagement and Discovery

The dialogic mode, on the other hand, is linked to the newly developing participatory paradigm. It is built on the horizontal, two-way communication approach, fostering a productive setting where stakeholders may take part in the formulation of issues and potential solutions. The fundamental goals of this paradigm may be broken down into two categories: communication for empowerment and communication for assessment [18].

DISCUSSION

The final range of communication interventions affects the selection of communication techniques, strategies, and frames of reference. Since none of these sorts of applications require the transmission of any messages or information, they represent a significant departure from how most people think of communication. The use of dialogic communication to assure mutual comprehension and examine a problem often becomes the ideal instrument to encourage empowerment, even if these two forms of communication cannot be simply positioned in a sequence since their scope is frequently deeply entwined. Due to its multidisciplinary and cross-cutting character, communication to assess is utilized as a research and analytical instrument that may be used successfully to investigate any topic, well beyond those specifically linked to the communication component. In order to include stakeholders in exploring, revealing, and analyzing important topics, opportunities, and dangers of both a technical and political nature, dialogic communication is used to its full potential [19]. Take, for instance, a project that on the surface does not seem to need communication, like constructing a bridge to connect two places and the towns that are divided by a river. Prior to the project, a communication-based evaluation would examine the understanding, opinions, and stances of regional stakeholders on the anticipated initiative. Without two-way communication, the specified technical route may overlook crucial elements that might cause issues or conflicts, such as local fisherman who perceive their way of life under jeopardy. Experts and local stakeholders are involved in the problem-analysis and problem-solving process that results in change when two-way communication is used. Talking no longer takes precedence over active listening. One may argue that dialogic communication is utilized more to actually communicate that is, to exchange perspectives and generate new knowledge than to just inform. According to Pruitt and Thomas, dialog should be viewed as a process where participants come together in a safe space to understand each other's viewpoint in order to develop new options to address a commonly identified problem. This statement is made in a publication on the benefits of dialog in development, which was commissioned jointly by the Canadian International Development Agency, the International Institute for Demographic Research, and the World Bank [20]. According to the same source, In dialog, the intention is not to advocate but to inquire; not to argue but to explore; not to convince but to discover.

CONCLUSION

The dialogic feature of communication, when used to facilitate the active engagement of stakeholders, enhances the capacities of all groups, especially the most marginalized ones, and addresses the issue of poverty as explained below. The same idea is also included in the other typology of the dialogic mode, namely communication to empower. In addition to being an effective technique for problem-solving, dialogic communication also helps people feel more confident, avoid confrontations, and combat poverty by including the poorest and most marginalized groups in discussions about problems that are important to them. Economics Nobel laureate Amartya Sen emphasizes how poverty has a wider scope than just not having enough money to meet one's fundamental necessities. Deprivation of capacities and social marginalization are further aspects of poverty. The dialogic style may address and lessen one important aspect of poverty: social exclusion. It does this by incorporating the poor in the evaluation of issues and solutions, by including them, and not only the specialists, in the decision-making process, and by giving the poor's voices a chance to be heard. In order to analyze the issue, reach agreement, and find the best solutions, the dialogic method aims to establish mutual understanding and make the greatest use of all available information. This kind of communication improves the analysis and reduces risks by encouraging dialogue with

important stakeholders. On the other hand, when information has to be packed and sent to fill in particular gaps and demands, the major scope of the monologic mode tends to emerge.

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CHAPTER 9

AN OVERVIEW OF RECONCEPTUALIZING DEVELOPMENT COMMUNICATION

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ABSTRACT:

A poll commissioned by the World Bank's Development Communication Division examined the attitudes of development managers and decision-makers regarding communication. The results showed that even while many managers and decision-makers fully understand the value of communication in development projects, most of them employ it in a general and sometimes muddled manner. They typically think of communication primarily in terms of corporate communication, media creation, information distribution, or public relations. The research unequivocally demonstrates the need of situating and clarifying the area of development communication's scope, body of knowledge, and practical applications. Since information sharing and one-way persuasion have traditionally been linked with the use of communication in development, it is not unexpected that many managers and decision-makers engaged in development concentrate largely, or even solely, on these elements. Due to this, a lot of them look for communication interventions later on in the project cycle rather than in the beginning, when it would be more strategic and efficient.

KEYWORDS:

Communication Intervention, Development Managers, Decision-Makers, Communication Assessment, Empirical Research.

INTRODUCTION

It is important to keep in mind when talking about persuasion that in addition to the commonly held one-way perspective, which frequently has a negative connotation, there is also a more expansive conception, where persuasion is used in two-way communication between two or more parties who are exchanging opinions and knowledge in order to discover and agree upon the best option. To handle this problem at various scales, Jacobson, for example, makes use of Jurgen Habermas' idea of communicative activity. Since interpersonal and small-group communication do not need the use of mass media, he argues that persuasion may also occur via dialogic/participatory communication. Participatory communication, at both levels, shares the values of reciprocity, equitable distribution of chances to participate, and freedom to make any recommendations [1].

It is crucial to distinguish development communication from other forms of communication since failing to do so results in misunderstandings and unrealistic expectations. Its analytical emphasis and adoption of a variety of concepts from various fields, including anthropology, sociology, adult education, and marketing, are distinguishing characteristics. The dialogical emphasis of development communication, which becomes a critical component to investigate and identify risks and possibilities, characterizes its multidisciplinary nature. It's critical to keep in mind that the term dialog, when used in the context of development communication, denotes more than just engaging individuals in a conversation or debate. It involves the expert facilitation of dialogic techniques among interested parties to investigate and determine priorities and the best course of action leading to change [2].

Another common misunderstanding in this situation connects dialog with discussion:

In discussions, proving the superiority of one's point of view is often the focus, and victors and losers are ultimately determined. Instead, in a true conversation, nobody tries to win. According to Bohm, everybody wins if anyone wins. Genuine conversation does not include attempts to win over the other party or advance one's own point of view. When communication is seen in this manner, it becomes essential to laying the foundation for every successful growth project. Rather, if someone makes a mistake, everyone benefits. It develops into a heuristic approach that aims to find and maintain the best feasible modification or solution. It is more probable that everyone will put out their best effort to support the endeavor when everyone feels that their participation is a necessary component of the solution. Another misunderstanding relates to the need for development communication work. The complexity of the communication discipline required becomes clear after the project's scale, variety of roles, and multidimensional nature are completely comprehended. Without specialized research or in-depth knowledge of the field, it is now challenging to argue that anybody who "communicates" successfully can be regarded as a communication professional. Communication methods and techniques need a specialist's in-depth expertise at both the theoretical and practical levels to be utilized successfully, particularly in the complicated development setting [3].

Assessment Based on Two-Way Communication:

Using two-way communication investigative techniques, the initial stage in any communication intervention should always be grounded in empirical study. Dexcom emphasizes on-site research as the foundation of any communication intervention and, subsequently, as the foundation for the success of any development intervention in order to analyze and mitigate risks. The many communication strategies offered in the Sourcebook may be used to handle a particular situation, depending on the scope of the intervention. However, there is a wide range in how well different communication strategies are measured. It is not very challenging to determine if and to what extent awareness and knowledge of a certain subject have risen; the same is true for determining changes in attitudes and actions. However, assessing the effects of dialogue, empowerment, collaborative analysis, and consensus is a far more difficult problem, and some people claim that it cannot be effectively assessed, at least not in a strict quantitative way [4].

It is difficult to say if such preventive functions can be assessed or accounted for. Perhaps it should be understood that not everything can be precisely quantified due to the complexity of the human factor. Or maybe measures can be performed in more inventive ways, such as analyzing initiatives that failed due to a lack of early communication intervention. This would quantify the costs of non-communication, which are often obvious and simple to assess. Furthermore, as studies by the World Bank and other organizations have shown, the beneficial effects of involvement in development initiatives have progressively become a cornerstone of the present view of development. Furthermore, involvement is impossible without two-way communication. An increasing body of worldwide agreement views involvement as both a means and an aim in and of itself. The argument around this topic, although immensely relevant, is beyond the purview of this source book, despite UNDP's claim that Participation, from the human development perspective, is both a means and an end [5]. Participation is seen largely as a means, a valuable component to fulfill development goals, for the reasons at hand.

A successful strategy based on two-way communication promotes a development project's success and sustainability. Communication is not only seen as a vital component for

meaningful stakeholders' engagement in development projects, but it is often used in conjunction with the word strategy. To prevent some of the issues that are most typically encountered in projects and programs, such as poor diagnosis, defective or ill-conceived design, or incorrect scheduling, communication strategies must be properly created and developed. Communication experts should be explicit when developing a plan on the precise goals and the kind of communication needed for the intervention. It is important to avoid the urge to create messages or audiovisual products without first carefully determining what is required or what the benchmark is to evaluate the intervention. A communication plan should always be founded on the results of a two-way evaluation in order to be successful [6].

Managers generally often focus on finding a solution when the phrase communication strategy is employed. What should we say or do to bring about the desired change? Instead, the first priority should be to identify the problem's core cause, as well as the perspectives of various stakeholder groups and the factors that prevent the desired transformation. The finest and maybe the only instrument to fully and successfully analyze causes is communication since most causes are often created by or connected to people. The logical framework technique is arguably the most well-known of these strategies. These methods provide instructions to follow, often beginning from the sources of the issue through the outputs required to solve the situation effectively [7].

The Development Communication Division's organizational structure

DevComm, or the Development Communication Division, was formed by the World Bank in 1998. DevComm has been positioned under the World Bank's External Affairs Vice Presidency, alongside Media and Corporate Communication, in contrast to other organizations where similar groups are often positioned within operational divisions. This placement may have made it more difficult to distinguish the function of development communication from other forms of Bank communication. Undoubtedly, among their many purposes, these additional forms of communication serve to assist operations. However, the primary focus of the discipline of development communication is operations rather than just supporting them. The goal of DevComm is to integrate communication into World Bank operations to enhance development outcomes, facilitate the accomplishment of predetermined goals, and enhance long-term sustainability. Designing efficient communication tactics is only one of DevComm's many tasks. In the early stages of development projects, when communication is employed as a research and analytical instrument, the value-added of its work is most obvious. Development communication supports operations with the full spectrum of its resources, not just by engaging in outreach and dissemination efforts but also by investigating and delving into local project difficulties [8].

The three business lines that make up DevComm operations are operations, learning and capacity development, and polling and opinion research. The majority of DevComm's operations are focused on working on projects and programs in the nations of its clients. DevComm's polling and opinion research services provide the foundation required to guide future research and comprehend how institutions, changes, or other important topics are seen by important populations. A variety of services are offered by the Learning and Capacity Building Unit with the goal of improving participants' knowledge and expertise in relevant fields as well as important institutional competencies. However, the majority of DevComm services are in operational phases and cover a wide range of communication applications, from empirical research for involving stakeholders, exploring their perceptions, and assessing risks and opportunities to information-dissemination media campaigns to encourage behavior change, or the use of two-way-based approaches to facilitate social change [9].

The four key stages of the DevComm methodological framework are as follows. The development communication intervention's whole process/cycle is shown in Figure 1, with each phase's main responsibilities highlighted. Research is part of the first step, which is also known as communication-based assessment, or CBA. The inputs for the second phase, which is the strategy design, are provided by this phase. The creation of the materials and the execution of the planned actions fall under the following phase [10]. The fourth step is evaluation, which comes to a close. The establishment of monitoring and evaluation indicators during the initial research phase is necessary for a proper assessment of the effect of the communication intervention.

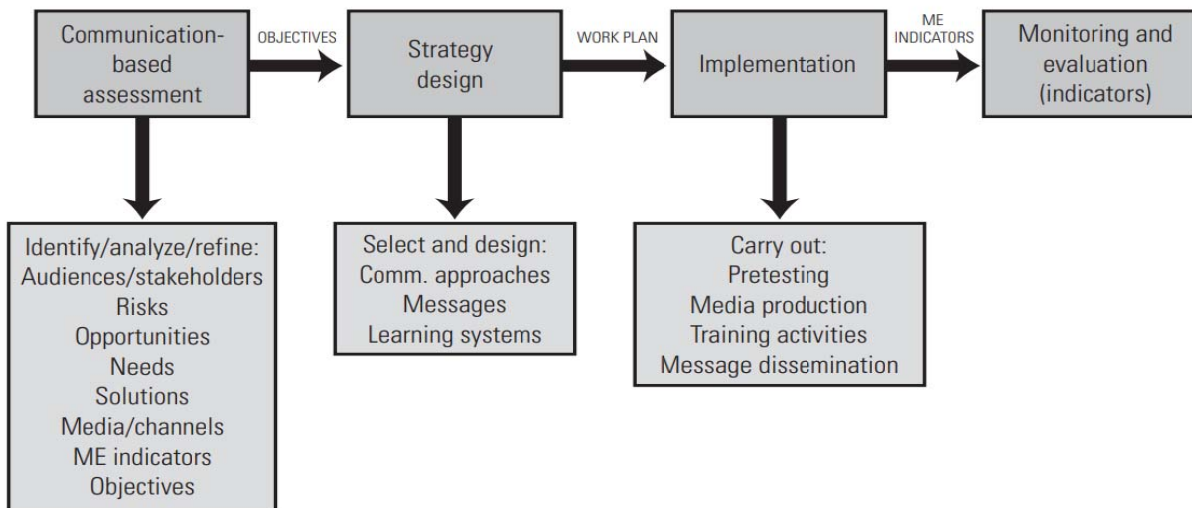


Figure 1: Illustrated the DevComm Methodological Framework [11].

Evaluation Based on Communication

A versatile and rather quick method of conducting an initial inquiry, further in-depth research is often conducted after communication-based evaluation. Any communication intervention must be supported by research in order to be successful. This analysis provides information for the creation of a future communication plan in addition to examining the situation and the perspectives of the many stakeholders. When conducting a CBA, DevComm experts look at the social, political, and cultural environment; they identify and interview key stakeholders and opinion leaders; they analyze risks; they look for solutions; and, lastly, they establish the goals that will support the planned change [12].

As previously said, the term communication-based denotes that this phase makes use of communication to not only evaluate communication requirements but also to examine and probe a variety of topics using communication tools and methodologies. The outcomes of the interaction used in this sort of evaluation often result in a better knowledge of the viewpoints of various stakeholders, reducing risks and allowing the search for a wider consensus toward the necessary change. Regardless of the operational sector, communication-based evaluation offers a broad perspective of the whole socioeconomic backdrop, which is always required to appropriately define technical concerns. Projects are more prone to unanticipated issues without a comprehensive communication-based evaluation. Due to the stakeholders' conflicting viewpoints and lack of support, there may be miscommunication, conflicts, resistance, and other difficulties [13].

The communication-based evaluation outlines the necessary communication goals as well as defines, clarifies, or confirms the project's objectives. The CBA is in accordance with the new

development paradigm because to its focus on empowerment and dialogue. However, because to its relative novelty, it must be aggressively "marketed" to decision- and policy-makers. DevComm has shown the benefits of CBA in a number of different contexts, such as sectorwide methods and other analytical work, such as nation analysis strategy activities and Poverty Reduction Strategy Papers.

Strategic Planning

Designing a strategy is the second stage of the DevComm methodology. Here, DevComm team helps to convert CBA results into meaningful data to guide the creation of efficient plans. The definition of a strategy and associated action plan is the phase's primary deliverable. The money and time needed, the communication strategies necessary, and the relevant media and messages determined for each audience are all indicated. In situations when basic communication interventions are needed, DevComm has created a framework known as the Five administration Decisions to make administration and monitoring of operations easier. This tool is especially helpful for organizing and tracking simple communication techniques with goals that are explicit and call for modifications to knowledge or behavior. However, it is not a rigorous planning instrument, and it is also not suitable for plans with many targets that call for more complicated societal changes [14].

Implementation

The implementation phase is the third. The tasks in this phase are often completed by regional businesses or consultants, with assistance from DevComm as needed. The strategy and action plan that was agreed upon is used to create and carry out communication activities. They include educating the necessary personnel, creating and producing media, disseminating information, and a variety of other tasks.

Evaluation and Monitoring

Monitoring and evaluation, the last stage, focuses on assessing the results as well as the process. DevComm is rarely involved in the impact evaluation due to the Bank mandate and the timing cycle of operations.¹⁵ Nevertheless, at the start of the communication intervention, its staff provides project managers with guidance on how to set up indicators to monitor the communication progress and gauge the extent to which the set objectives have been achieved. The ways that communication may be utilized to its most potential throughout each stage are described in further depth. Even while it must be used from the very beginning to be most successful, communication may also be used with some effectiveness later on at certain stages of the project cycle. The available evidence suggests that, when properly implemented, communication considerably improves project performance, but more importantly, it also suggests that inadequate or absent adoption of communication often leads to issues and project failure [15], [16].

DISCUSSION

In order to place this discipline within the broader development framework, this curriculum offers a historical overview of development communication, including information on its background, theories, and current applications. To create a shared understanding, the first section explains the definitions, uses, and overlapping boundaries of a number of key terminologies that are crucial to development communication. The theoretical paradigms that have been significant to the development scenario in recent decades are summarized in the second half, with an emphasis on the role that communication has played in each. The third section, which also looks at the current limitations of the two main forms of communication,

dialogic and monologic, covers the breadth, major techniques, and function of media and emerging communication technologies in more detail. The last section suggests a practical tactic known as multitrack communication, which integrates the depth, traits, and benefits of the two main communication viewpoints into a consistent and integrated method [17]. The terms development and communication have many different meanings, and their different theoretical underpinnings have an impact on a wide range of applications and functions. Such richness often results in a lack of clarity and misconceptions, which affects the field of development communication. Due to the wide range of ways that key language is interpreted and the rapid expansion of certain ideas, there exist contradictions in the understanding and application of essential terms. In this section, some of those inconsistencies will be addressed and explained. The differences and resemblances of the key phrases selected are examined to aid readers in understanding the ideas more precisely and universally. Information is often and wrongly used as a synonym for communication or to characterize its principal purpose. The terms mentioned include information, communication, participation, consultation, capacity building, empowerment, and dialog. Information should be seen as one of the products of communication, not the only one and perhaps not even the main one. Communication is never perceived as existing independently of information; rather, it is the other way around. Pasquali, a social scientist and researcher who has extensively studied the difference between communication and information, is one who has made substantial contributions to this subject since the 1960s [17].

Pasquali emphasizes the need of understanding the distinctions between information and communication even if he thinks they are related. Information and causality intents are often linked, but communication may also denote an open, inclusive process including various participants. the purpose for the usage of messaging to affect or change the knowledge, attitudes, or behavior of the recipient. Information is the transmission of content with the capacity to change specific attitudes, behaviors, or beliefs. Information is still linked to the paradigm that talking is equated with persuading, and hearing is equated with understanding and accepting. Consequently, there are more differences between information and communication than merely comparing one-way vertical flow and two-way horizontal flow theoretical models. Those who are both transmitters and receivers have an equal opportunity to exchange knowledge and affect the process, in contrast to a transmitter who is trying to influence the behavior of others. In conclusion, it is possible to think of information as a part of communication, and understanding the ramifications of this is especially useful when deciding what the best course of action should be when developing communication strategies. The concept of communication, with its many forms and two goals, is a major focus of this Sourcebook [18]. Within the new paradigm of development communication, the reference model has taken on a more horizontal meaning, including dialogic functions in addition to the most common dissemination ones. Undoubtedly, the word communication may be seen as inclusive of all interpersonal and mediated human interactions, as well as dialogic and one-way linear processes. This is perhaps because it has a lengthy history of theological research and application [19].

CONCLUSION

The phrase communication as a process describes a dialogical flow in which specific results and effects are sometimes unpredictable. Authentic communication, then, is only that which is based on a symmetrical relational scheme, with parity of conditions between sender and receiver, and the possibility of one hearing or giving ear to the other, as a mutual will to understand one another." In other words, communication is more effective when its dialogic elements are fully employed, enhancing the voices, expertise, and engagement of

stakeholders, especially when used for research and analytical goals. Another key idea in the present development paradigm is participation, which is explored in more detail in a separate section of this module. Engaging in development projects and programs to the fullest extent possible or not at all is clearly not a binary choice. There are many hues or intensities of participation, as has been emphasized throughout this session. Sometimes people mistakenly believe that participation techniques and participatory communication methods are the same thing. Despite the fact that they both have a "participatory soul," they are quite different from one another. Participatory communication techniques and tools are used during the assessment phase of a project to investigate communication-related problems, as well as to collect data for developing the most effective communication plan. However, participation in its fullest meaning is seldom employed in practice since it is hard to really apply it within the current framework for development. The bulk of current development regulations and practices would need to be altered in order to take into account the flexibility and other crucial components of real participatory approaches.

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CHAPTER 10

EVOLUTION OF DEVELOPMENT PARADIGMS FROM MODERNIZATION TO TWO-WAY COMMUNICATION

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ABSTRACT:

In his January 1949 inaugural speech, President Truman said, "We must embark on a bold new program for making the benefits of our scientific advancements and industrial progress available for the improvement and growth of underdeveloped areas." While the history of development goes back as far as human history, the current conception of international development is typically dated to shortly after World War II. Since then, there has been intense discussion on the subject of development, a debate that has included several opposing viewpoints and voices. People who saw development as an endeavor and a duty to eradicate poverty and illiteracy under the leadership of the wealthier nations made up one faction. The goal was to assist less developed nations in achieving consistent economic development so they could leave behind their underdeveloped status. In the course of evolution, this viewpoint became to predominate.

KEYWORDS:

Communication Models, Development Approaches, Development Paradigms, International Development, Modernization Theory.

INTRODUCTION

There were some in the opposing side who were quite critical of this idea of growth in both theory and practice. Although they did not share a common alternative development model, they tended to view the dominant approach as an effort by wealthy nations to maintain their dominance through the use of political and economic predefined models while frequently ignoring local knowledge, needs, and realities in the poorest nations. Regardless of the viewpoint adopted, development was and is now one of the top issues on the global political agenda. According to the data of the largest international development organizations, it still requires significant financial and human resources at the local, national, and worldwide levels. For instance, according to statistics from the Organization for Economic Co-operation and Development, member nations' official development aid increased by 32% in 2005, reaching a record-breaking high of more than US\$106 billion. The combined loan commitment of the two World Bank Group organizations reached approximately US\$23 billion in 2006. Even more intriguingly, the World Bank's Global Development Finance report showed that net private capital flows to developing nations had increased to a record \$491 billion, underscoring the expanding importance of emerging markets [1].

One should be aware with the sociopolitical frameworks that shape choices to affect the allocation and use of these resources if they are to better comprehend why and how such large amounts of money are dedicated to development efforts. The pages that follow provide a quick overview of the key paradigms that define the subject of development and the significance that each of them places on communication. It should be mentioned that the word "paradigm" is used in this case to refer to a collection of theoretical ideas that, by attempting to explain the world around us, influence the practical applications in the continual quest for improvement [2].

Three theoretical schools have dominated the development context and, subsequently, the discipline of development communication since World War II:

- a) The dominant paradigm, often known as the modernization paradigm;
- b) The world-system theory's subset of dependence theory, and more recently,
- c) The participatory paradigm is known by a variety of names.

The paradigm of modernization

After World War II, the modernization paradigm emerged along the lines outlined in Truman's 1949 inaugural address. It saw development as a task to modernize the "underdeveloped countries" and foster economic growth fueled by free-market ideologies in order to lift them out of their situations of poverty. The dissemination and acceptance of the values, ideas, and models that assured the success of the way of life in richer nations was the greatest way if not the only one to accomplish these aims. The history of the post-World War II era, often known as the Cold War period, in which the influence of two superpowers the United States and the Soviet Union was polarized, should be taken into account while examining the genesis, tenets, and uses of this paradigm. They had an impact on every aspect of the global scene, including growth. The modernization paradigm, which was advocated by political scientists and academics from Western nations, became so powerful and prevalent in this environment that it also came to be known as the dominant paradigm [3].

At the cultural level, modernization promoted a shift in the thinking of people in developing nations who had to give up their traditional beliefs, which were seen as obstacles to modernization, and adopt attitudes and behaviors that supported innovation and modernity. At the technocratic level, modernization needed individuals with enquiring minds who were inspired by their belief in the scientific process and grounded in enlightened values. It needed ardent defenders of the liberal theory, which is founded on political freedom and the adoption of democratic institutions. Finally, it requires complete trust in the strength and virtues of the free market, with no or very little government involvement. This paradigm views growth as linear and is built on the principles of reason, science, technology, and the free market. Communication's primary purpose was to convince individuals to adopt the fundamental principles and methods of modernization. One benefit of this paradigm was the construction of a more methodical and rigorous approach to development efforts, in addition to a number of achievements in particular cases and projects. Overall, nevertheless, this theoretical approach to development and its complement of useful instruments did not provide the desired outcomes. The promises of the modernization paradigm had not realized by the end of the 1980s, and the situations of the poor had not greatly improved anywhere in the globe [4].

This paradigm's dominating, if not exclusive, economic emphasis was criticized. A variety of historical and more general sociopolitical reasons that hindered the independent growth of many developing nations were ignored by modernity in its desire for progress, along with the significance of other social elements. The proponents of modernization overemphasized the power of individual countries while ignoring factors like colonization, historical resource exploitation, and, more recently, globalization, all of which have a significant negative impact on and limit the individual capacities of countries in the political and economic sphere. The critiques of this paradigm became stronger over time to the point that even some of its staunchest proponents started questioning some of its underlying theoretical presumptions and practical foundations. Although Rogers, a well-known modernization scholar, predicted "the passing of the dominant paradigm" in the middle of the 1970s, the

dominant paradigm's underlying principles are still present in many of the theories and concepts guiding modern development practices [3].

The optimism and results that researchers, practitioners, and leaders from across the globe had anticipated for the decade of the 1970s did not materialize. As many individuals in numerous developing nations saw their living standards significantly decrease in the 1980s, the situation only became worse. The critiques of the prevalent paradigm of mainstream development techniques, which were criticized for being methodologically weak, philosophically incorrect, and culturally insensitive, gained fresh traction as a result of this downturn. The first organized and meticulous efforts to study communication applications in the context of development were made possible by modernization theory in the area of communication.

Some scholars, such as Lasswell, Katz and Lazarfeld, and Klapper, began to pay more attention to communication processes and effects, while others, like Lerner, Rogers, and Schramm, developed a particular interest in researching how communication could be used to promote national development, which at the time was primarily thought of in terms of economics. According to the idea that people had to change before development could really take off, communication was intended to assist modernize people's attitudes and ways of thinking, which would be beneficial to supporting the economic model already successfully embraced by the West [4], [5].

In the prevailing paradigm, communication is mostly related to the linear, mass media model that aims to transport information and messages from one place to another or many others, often in a vertical or top-down approach. This notion was based on a firm conviction in the influence of the media, particularly up to the 1970s. Media's involvement was crucial in development communication, which was defined as the use of media to convince people to accomplish, maintain, and improve development objectives. For instance, UNESCO believed that the media was an essential tool for bringing about change, and in the 1960s it established standards for the ideal per capita use of televisions, radios, newspapers, and movie theater seats. This strong focus on media was caused by the idea that, when employed effectively, this kind of communication might alter people's attitudes and mindsets.

Decision-makers and managers were given a guide by Lasswell in 1948 on how to utilize communication to influence audiences to alter their behavior. Five questions may be used to sum up its model: WHO speaks WHAT, in WHAT channel, to WHOM, and with what EFFECT. As shown by the renowned Berlo's formula, which represented the communication process as Source- Message-Channel-Receiver, or SMCR, over time, this fundamental model was improved upon and altered by other communication specialists, but it retained its linear flow from a single source to numerous receivers. This theoretical framework also serves as the foundation for the widespread understanding of strategic communication [6], [7].

Rethinking of the theoretical models of reference for communication was prompted by the shortcomings that were, either directly or indirectly, ascribed to modernity. Theories like "the hypodermic needle theory or the bullet theory which overemphasized the power of media over people, lost significance as it became clearer that media alone could not influence people's mindsets and behaviors. The influence of media was not as immediate and profound as previously thought, and viewers were not as passive either, as became clearer over time. The model of reference stayed the same even though communication studies examined and downplayed the effect of media, giving greater weight to the function of interpersonal communication. None of the recently developed theoretical theories questioned the general

applicability of the top-down, one-way information flow. It would be dishonest to refer to them as propaganda, but it is simple to see how many communication applications under the modernization paradigm have the potential to be deceptive [8].

Prior to the late 1980s, the majority of development organizations designed and used communication largely for the adoption of innovations and the distribution of information. The promise of communication as a dialogic, multidisciplinary investigative instrument was overlooked in favor of the production of physical communication goods. Unfortunately, the data available indicated that the most important message was that media were not the answer to development problems, at least not in the way they were being used. This emphasis was so widespread that it appeared that the medium was more significant than the content itself, echoing Marshall McLuhan's famous slogan, The medium is the message. Only in the latter half of the 1970s and the beginning of the 1980s did fresh viewpoints on development communication start to gain traction. The two-way horizontal model-based new communication notion was strongly supported by the Latin American school of thinking [9].

Dependency and theories of the global system

At the start of the 1970s, the dependency theory was also developed in Latin America. Another prominent alternative theoretical framework with a political-economic foundation is this one. A. was one of its founders. The assumptions of modernization, which put the whole burden of guilt for poor nations' underdevelopment on them, were severely analyzed by G. Frank. He saw progress and underdevelopment as two sides of the same coin, each influenced by unique historical, economic, and political causes, based on a structural study of the global capitalism system. Therefore, neither the causes nor the remedies of underdevelopment should be looked for alone, or even largely, inside the poorest nations, but rather within the larger international context and forms of exploitation like the wealthiest countries' historical colonial history [10].

According to dependency theory, the global division of labor and the persistence of previous dominance patterns were the fundamental causes of the imbalances in the state of affairs in the globe. The globe was divided into two groups: the perimeter, which was made up of many impoverished countries, and the core, which was made up of a few wealthy nations. According to this viewpoint, core nations strengthened their dominance by using their advanced technical capabilities, first-rate infrastructure, and strong economies. The fundamental function of the periphery nations was to give cheap labor and raw resources to the wealthier ones, which prevented them from ever catching up. Dependency advocates suggested a strategy that operates on two levels to solve this issue. The goal was for emerging nations on the perimeter of the world to become economically independent and less reliant on imports from elsewhere. They would join forces with one another internationally to establish a more powerful political influence. By creating a bloc of several nations with comparable ambitions, the ultimate objective would be to alter the broader system of international interactions [11], [12].

Particularly in the 1970s and the early 1980s, dependency theory had a substantial influence on the economic and development strategies of a number of Third World nations, leading to the adoption of import-substitution policies by several of them. By providing subsidies to domestic sectors and imposing high taxes on imported goods, this policy intended to shield them from foreign competition. The major goal was to accelerate local industry while reducing or severing reliance on wealthier nations. The overall effects of import-substitution programs, however, have not been very satisfactory. This approach failed to accomplish its objectives in the majority of nations, although seeming to be moderately effective in a few.

Protecting and promoting local businesses did not achieve the desired results and often led to subpar goods and ineffective business practices [13]. Many less developed nations were obliged to increase their borrowing, which resulted in a more sophisticated kind of economic and political dependence. The dependence theory is faulted for its inadequate ability to adequately explain the reasons of underdevelopment and for its limited efficacy in providing feasible alternative models of development due to its simplistic categorization of the world into core and peripheral levels. Dependency theorists neglected to take into account pertinent domestic elements contributing to the issue, such as the role played by national elites, by attributing causes of underdevelopment entirely to the centers of international capitalism [14]. These elites often make strategic alliances with those in the industrialized world, and they have a big impact on how their nations grow, frequently in unfavorable ways.

Dependency theories are criticized for failing to account for the political and economic disparities between emerging nations, which places large and potentially wealthy nations like Brazil or India in the same category as much smaller and poorer ones. While still adhering to the dependence perspective, Wallerstein's world-system theory solves this important issue and offers a more accurate picture of international relations. The principal proponent of this world-system theory, Wallerstein, addresses and improves on the key drawbacks of the theoretical model of reliance by taking a more comprehensive approach that takes into account both national and international dynamics within a single global system. According to his historical perspective, the 16th century is when the contemporary global order first emerged. The many poorer countries in Africa, Asia, and Latin America live in the periphery of this capitalist world order, which is divided into a core and a semi-periphery. The semi-periphery includes important nations like Egypt, Mexico, Brazil, India, and others that have more resources than most developing nations. The semi-periphery, an intermediate layer, responds to critiques leveled from dependency theorists for their too simplistic classification of the world between wealthy and impoverished regions [15].

DISCUSSION

The mechanics of a single global system, which operates at the national and international levels of capitalism, are what hold the three levels together. Wallerstein agrees that the system may assume different shapes in various locations and contexts, but he asserts that if stripped of its varied characteristics, the system's core remains capitalist. In other words, he contends that all relationships, whether social, political, or economic, take place inside the framework of capitalism because of its worldwide dominance. On the basis of the global division of labor and the ownership of raw materials, all causes of growth and underdevelopment may thus be seen as being internal to the capitalist system [16]. The world-system theory's main contribution is raising the level of analysis from the national to the international level, which enables a better understanding of the global situation. It does not, however, provide any useful guidelines for overcoming development-related difficulties. World theory has also been charged for being too economic-focused and neglecting social and cultural aspects, much like its rival modernization theories.

Communication receives less emphasis than dependency theory, which continues to emphasize the important but limited impact that media and information flows have in the larger international context. The demands made by developing nations for a new international economic order were among the major problems at the top of the international agenda in the 1970s and 1980s. Issues with communication and information also took a top spot on the world agenda in relation to these needs. A new global information and communication order, or NWICO, was demanded by the nonaligned movement, an alliance made up of 77 developing nations. Due to the discussion that took place at UNESCO, this demand became

very visible in the global context [17]. The famous report *Many Voices, One World* which was released by UNESCO in 1980, was the product of the contentious discussion on communication. The study had some influence in academic and political circles, but it had little effect on the creation and implementation of development communication. The report's major emphasis was on information freedom and how to harness media and communication technology to encourage a fair and impartial flow of information. The unequal flow of media content and information originating from wealthier nations, particularly the United States, which dominated the global production and distribution system, was a source of complaint for developing nations. They sought rules to rectify this imbalance because they saw it as a sort of cultural imperialism [18]. They saw the media industry as a market that should be governed by supply and demand without other external interferences, and they regarded such demands to be a kind of excessive interference, even censorship, on the free flow of information.

CONCLUSION

The conflict over NWICO reached its peak in the 1980s, which resulted in the departure of the United States and Great Britain from UNESCO. The nonaligned movement's leverage was reduced by these and other political developments in the years that followed, and eventually, with the demise of the Soviet Union, many of the problems addressed by NWICO lost a significant amount of their significance on the global stage. Dependency theory proponents vehemently backed revising the communication agenda in the direction of a more balanced flow of information at the global level. The potential of privately held media and community media, however, was often ignored at the national level, where they frequently failed to take into account the horizontal component of communication inside nations. The dependents were firmly steeped in the traditional media-centric conception of communication, primarily from the state viewpoint, even as they argued against the "free-flow" argument put out by the United States and its allies. The state is supposed to represent the interests of the general population, but history demonstrates that this hasn't always been the case. Dependency theories failed to take into account or promote the broader function that "freer" communication systems not just media at various levels may play in establishing contexts and actively involving larger societal sectors in development. Although modernization and dependence theories differed significantly, they shared a similar one-way communication paradigm. The key distinction between the two theories was who was in charge of delivering the message and for what reason.

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CHAPTER 11

MANAGING SALINE DRAINAGE WATER FOR SUSTAINABLE AGRICULTURE AND WATER RESOURCE CONSERVATION

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ABSTRACT:

Managing saline drainage water for sustainable agriculture and water resource conservation highlights the importance of drainage and irrigation in the production of sustainable food as well as the challenges associated with managing drainage water, preserving water quality, and supplying the increasing demand for water resources. It examines how to handle salinized waterlogged soils, how much water drains, issues with water quality, and the potential for irrigation using drainage water. This paper emphasizes adequate subsurface drainage, careful planning, crop selection, and insights on best methods for salt management in agricultural systems. In the conclusion, it underlines the need of efficient water resource management in achieving agricultural sustainability over the long term while addressing the problem of scarce water resources globally.

KEYWORDS:

Resource Management, Saline Water, Sustainable Farming, Water Conservation, Water Resources, Water Sustainability.

INTRODUCTION

For the world's population to get food in a sustainable way, drainage and irrigation are crucial. More than one third of the world's total food crop is produced on an estimated 260 million hectares of irrigated farmland, or around one sixth of all cultivated land. There are concerns with water quality when drainage water is discharged, and there are worries about the long-term sustainability of irrigation and drainage systems. Another problem is land degradation brought on by irrigation-induced salinity and waterlogging. The mechanism for producing food in agriculture still depends heavily on drainage. In humid environments, agricultural drainage is required to remove surplus soil water from the plant root zone [1]. For irrigated crops to effectively manage salt and waterlogging, drainage is essential. If the total benefits of the drainage system are to be increased, drainage water management has to be given more thought. Saline irrigated agriculture offers a plethora of information that may be utilized to make decisions, even though the reuse and disposal of drainage water are relatively new management challenges.

However, it's crucial to realize that every drainage site is and always will be unique. Numerous ideas have been put up about the use of drainage water for irrigation. Which method to use depends on the kind of soil, the crops to be watered, the drainage water quality, and agroclimatic factors. Reusing saline drainage water may be more practical in areas where non-salty water is available during the early growing season but is not enough to fulfill agricultural water demands for the complete irrigation season. Dry and semi-arid regions have poor quality groundwater, and there isn't enough fresh canal water to meet the whole region's irrigation demands. In these conditions, reusing salty drainage water may increase crop production [2]. In India's arid and semiarid regions, this presentation illustrates the feasibility of recycling drainage water for irrigation as well as management strategies to support such utilization.

Water Resources Are Limited

Despite being an essential element for the social and economic growth of a community, there simply isn't enough fresh water available to meet the demands of all economic sectors. The bulk of the country's high-quality water resources are now utilized by agriculture, but projections show that these resources will need to be increased in order to satisfy the expanding demands of cities, companies, and energy production, which are predicted to absorb approximately 22% of all available water by 2025 AD.

In India, consumptive usage predominates over non-consumptive use, however non-consumptive use is also increasing. Demand for water will increase since the population won't stabilize by 2025. To fulfill the water demand in the future under these circumstances, careful planning that emphasizes water conservation, water recycling, and the reuse of low-quality waters is required. In order to ensure long-term sustainability in agricultural production, water resources in the region must be managed with the least negative influence on the economy and ecology [3].

Saline Waterlogged Soil Management

Two key management strategies for waterlogged saline soils are salt leaching and lowering water levels below the root zone. Leaching generally entails substituting high-quality water or water with less salt for the salty soil solution. The salts displaced during leaching must be eliminated using a subsurface horizontal drainage system if the soil's natural drainage system is impaired. Subsurface drainage has helped restore and conserve irrigated fields in dry and semiarid locations. However, it is challenging to dispose of the drainage fluids created by such systems since there are no natural outlets for them. This problem has limited attempts to use subsurface drainage systems to restore potentially lucrative waterlogged saline areas. To maximize the total benefits of the drainage system, more thought should be given to the management and disposal of drainage water [4].

Amount of Water Drainage

Subsurface return flow is the term used to describe water from irrigation and rainfall that has passed through the crop root zone. Some of this return flow percolates into the groundwater storage zone as it moves laterally along the hydraulic gradient. The subsurface return flow is intercepted and collected by the local subsurface drainage at a certain depth in a shallow groundwater system.

The limited quantity of water in the subsurface drainage is only available when the water level is above the drains. However, the depth and spacing of the drains, the depth and methods of irrigation, leaching requirements, the hydrological characteristics of the soil, the volume and duration of rain, the kind of crops, and seepage from neighboring sites all affect the quantity of return flow [5]. The average discharge rates from drains constructed in a 10-ha area of sandy loam saline soil at 1.75 m depth with spacing of 25, 50, and 75 m, for example, were 3.7, 1.1, and 0.9 mm/day, respectively, during the irrigation season, but flow was 8.1, 2.2, and 1.7 mm/day during the monsoon season. In monsoon-type climates in arid and semiarid locations where reclamation rather than aeration is more crucial, there is emerging consensus that drainage rates between 1 and 5 mm could be beneficial. Based on the area drained and the actual drainage discharge rate, the drainage water may be calculated. The drainage water quality in the project area may influence the management decisions that are made [6].

Drainage Water Quality Issues

The kind and concentration of salts in the soil profile, together with the salinity of the groundwater, define the drainage discharge's quality. The salt content of the drainage water fluctuates and progressively rises over time depending on the original salinity levels of the soil and groundwater. Iron, manganese, zinc, boron, and other elements are scarce in these drainage streams. Sampla had a minimal danger of groundwater pollution as a result of nitrate and phosphorus leaching since it lacked phosphate, NH^+ , and NO^- , N. Drainage system construction, however, could change the local ecosystem. These changes might be beneficial or detrimental [7]. However, in other countries, drainage may have a detrimental effect on the water's quality. The amounts of salt, fertilizer, and other chemicals connected to crops in drainage flow vary with time and with discharge rate. In certain instances, the intensive agricultural production's use of pesticides and fertilizers has caused damage to downstream ecosystems. Drainage designers must thus check the wastewater for nutrients and pesticides. The nutrients that matter the most are N and P. Furthermore, naturally occurring trace elements from the soil itself may sometimes be harmful to the ecosystem. Along with agricultural chemicals and trace elements, drainage water from irrigated areas often contains salts. The potential impact of salts on customers farther downstream must be considered. Large levels of trace elements may be present in certain soils and infiltrate into the drainage system. Trace metals including Cd, Hg, Pb, B, Cr, and Se may be harmful to aquatic creatures in minute amounts due to biological amplification. It is well acknowledged that draining water into the 470 ha Kesterson Reservoir from California's irrigated San Joaquin Valley has adverse environmental impacts [8].

Reusing Drainage Water for Irrigation

Growing disposal problems with saline drainage water and rising demands for high-quality water for other applications have made the practice of reusing salty drainage water for crop cultivation more widespread. Research results have shown the potential for utilizing salty drainage water for agricultural growth. It is possible to utilize this water for irrigation in many ways. The sections that follow examine a number of technologically feasible options. Irrigation with mixed drainage water is not viable with higher salinity drainage water. Two different fluids must be combined to produce water suitable for irrigation. The salinity created by mixing should remain within the allowable limits depending on the kind of soil, the crop that will be grown, and the local environment. In order to use the blending process, the water sources must be blended in a controlled way [9].

Sampla was utilized to research mixed drainage water reuse, with a subsurface drainage system installed there at a depth of 1.75 meters. Wheat was irrigated after planting only and only with mixed drainage water of different salinities. With the usage of blended drainage water of 6, 9, 12, and 18.8 dS m^{-1} , the mean relative yields of wheat were 95.8, 90.3, 83.7, and 77.8%, respectively. These yields were determined using the potential yield obtained by utilizing canal water. The experiment's pooled data were used to do piecewise linear regression to see how wheat reacted to the salt drainage water's quality. The study shown that on soils with subsurface drainage systems, 90% of the wheat could be produced using irrigation fluids with substantially higher salinities. The mean relative yield of the following crops of pearl millet and sorghum fodder only decreased significantly in plots where the previous wheat crop had received water with a higher saline level. The mean relative green forage production of sorghum was 80.3 and 70.4%, respectively, under treatments with 12 and 18.8 dS m^{-1} , indicating that it is somewhat less salt tolerant than pearl millet. Our results in a monsoon setting support the notion that both salt-sensitive and salt-tolerant crops may be grown in cycle provided non-saline water is used to irrigate subsequent crops [10].

Utilizing drainage water in a circular or revolving pattern: This technique, also known as sequential application or rotational mode, enables the use of both freshwater and saltwater drainage effluent. In this mode, canal water is switched out for salty drainage water in a predefined cycle or order. The advantage of the cyclic technique is that it prevents the soil profile's salt levels from reaching steady state. Researchers have also supported the seasonal cyclic usage, or "Dual Rotation" technique, where non-saline water is used for salt sensitive crops/the beginning stage of tolerance crops, in order to remove accumulated salts from the irrigation of previously established tolerant crops with salty waters. Although it is often used in monsoon zones, this strategy could be more successful in desert areas with little or no rainfall. In the pearl millet/sorghum/wheat cycle, researchers' tests combined the use of salty drainage water and canal waters, which indicates the practicality of a cyclic use method where canal water was used for pre-plant irrigation. Sorghum and pearl millet crops received no extra watering beyond the monsoon rains that fell during the growing season [11].

A method for reducing drainage volumes may be to encourage the use of water to partly meet agricultural water demands. Subsurface drainage leads to a gradual improvement in the subsoil water quality in drained areas. The first few centimeters of subsoil water had very little salt, which the plants could use by regulating the drainage system's operation. Thus, the water in the soil would provide a fraction of the evapotranspiration needs of plants. Shallow water at 1.0 m with salinity in the range of 3.0 to 5.5 dS m⁻¹ made it simpler to attain potential yield, even when surface water application was reduced to 50%. In certain places, subsurface drainage has been built. There wasn't much salinity that did accumulate, and what little salt there was leached during the next monsoon season. These results imply that maintaining the highest level of water and land productivity may benefit from a drainage system operation strategy that involves intensive operation during the soil reclamation phases and less intensive operation during the later stages simply to satisfy the annual leaching needs [12].

Best Practices for Managing Saline Drainage Waters

When using salty drainage water for irrigation, a system with rigid criteria will not work since there are numerous conceivable combinations and most management decisions are subjective. Focus must be placed on managing salt balances in the soil-water system, preventing the buildup of salinity, sodality, and toxic ions in the root zone to the point where they limit soil productivity, and minimizing the adverse effects of salinity on crop growth. The following recommendations are offered:

a) Drainage water analysis:

To determine the drainage water's potential for reuse, standard water sample techniques and analyses should be carried out. The boron concentration, EC, SAR, RSC, and SAR are the most important indicators of water quality. It is also important to look into if the water contains any dangerous contaminants [13].

b) Replacement crops:

The majority of agricultural crops have varying levels of tolerance for soluble salt concentrations in the root zone. Picking plants or cultivars that will provide respectable yields when irrigated with saline solution is recommended. The levels of tolerance between the least and most susceptible crops vary by 8–10 times. The wide range of tolerance may allow for more frequent exploitation of marginal waters. Crops that need less water and those that are tolerable to semi-tolerable should be grown. For example, following seeding, mustard, a crop that tolerates salt, requires one or two irrigations. High salinity drainage water may be used

for mustard post-plant watering, according to Sampla research, without adversely affecting production. The grain yield was greater when it was irrigated with 8 dS/m salinity water as opposed to canal water. Crop yield was considerably influenced positively by the amount of salt input [14].

c) Pre-sowing irrigation:

The period between seed germination and seedling emergence is the most important stage of crop development. Failure at this stage has the effect of weakening the stand and significantly lowering the yield. Pre-sowing irrigation with so high salinity will have very poor germination results. By utilizing canal water for pre-sowing irrigation, it is possible to reduce the risk of irrigation with high salt during later stages of growth [15].

d) Adequate underground drainage:

Using salty drainage water for irrigation adds salts to the soil with each irrigation. If there is no leaching, salts may gradually accumulate in the root zone over time. Adequate subsurface drainage is essential to permit the draining of accumulated salts from the root zone during the rainy season. The results demonstrated that the critical limits of salty irrigation water would be higher than those reported by the literature for different levels of agricultural output decline under subsurface drainage systems.

e) Moving to a different area:

To enable the sustainable use of salty drainage water for irrigation, the project area may be divided into a number of pieces. Depending on the availability of drainage water, different locations may be selected for irrigation with canal water or drainage water. Irrigate the selected area with salty drainage water for three to four years before moving on to the next one. Through this process, salt accumulation in the lowest layers will be prevented. Utilizing it in the surrounding area may be a possibility if there is a surplus of drainage water in the project zone.

Salt Buildup in the Profile

When using saline drainage effluent for irrigation, the salts in the water would accumulate in the soil. However, if the salt accumulation in the root zone is below the threshold amount for crop salt tolerance, crops will grow normally. Studies that looked at soil salinity revealed that when irrigation water salinity increased, so did the soil profile salinity. The bulk of the salts injected during irrigation were washed out of the soil profile by the monsoon rains, according to observations. There was minimal salt build-up over time. The salinity levels were brought within acceptable limits for the succeeding wheat crop's proper germination as a result of the salt flowing downhill. Under the current conditions, soluble salts were leached by rainwater and a pre-plant irrigation; extra irrigation water was not employed to speed up the leaching of salts. If the monsoon rainfall is insufficient to remove the salts from the profile, a strong pre-plant irrigation with canal water should be applied.

Salinity profiles that were taken before and after the monsoon rains were used to establish a link between salt removal and downpour depth. The correlations predict that, following irrigation with water with salinities of 6, 9, and 12 dS m⁻¹, respectively, 0.51, 0.76, and 0.92 meters of rainfall will be required for every meter of soil depth to remove 80% of the salts that have accumulated. In order to prevent salt building at the lower depths if, after 5–6 years, certain salts start to accumulate in the subsoil as a consequence of inadequate rainfall, canal water should be used for irrigation for 1–2 years [16].

Effects on Soil Properties over Time

Numerous studies done in India have shown that many crops may be successfully cultivated for at least 6-7 years using irrigation water that has salt concentrations beyond what is typically suitable without experiencing yield losses. The long-term effects of these treatments are still somewhat unclear. Examples of long-term effects on soil include the accumulation of dangerous substances, soil dispersion, crusting, and decreased water penetration. The quality of the drainage water will have an impact on how well these effects work. In the Sampla drainage project area, six years were spent monitoring the impact of irrigation with high salinity drainage effluent on several soil properties. Using saline drainage water enhanced soil SARE since it had a higher SAR than canal water.

Due to salt leaching, monsoon rains reduced SARE, and the remaining SARE levels did not provide an alkali hazard to the following crops. Saturated hydraulic conductivity and water-dispersible clay did not significantly suffer after the monsoon rains [17]. After monsoon leaching, a little decrease in hydraulic conductivity won't pose any problems during the irrigation season since the drainage water's high salinity counteracts the detrimental effects of its high SAR.

Water dispersible clay showed little change in soils irrigated with high salinity drainage water after six years of irrigation, suggesting minor structural damage. The author cautions those considering the reuse of drainage water to carefully analyze their particular circumstances first even though there were no potential negative effects found in these testing at Sampla Farm. Utilizing salt-tolerant plants to irrigate low-quality drainage water is an efficient approach to manage it and lessen the need for disposal. Studies show that without causing much soil damage, winter crops may be efficiently watered with saline drainage water of various salinity levels, either alone or in conjunction with canal water by blending or by cyclic utilization [18].

DISCUSSION

In terms of managing agricultural resources, the use of saline drainage water for sustainable agriculture is a problem that is becoming more and more important. Although it is frequently considered trash, saline drainage water offers a chance to solve the escalating issues of water shortage and soil salinity. The main objections to and issues with using saline drainage water for sustainable agriculture are covered in this debate.

First, in arid and semi-arid locations where freshwater supplies are few and agricultural water use is on the rise, the technique of recycling salty drainage water has promise. If you adopt the proper management measures, including picking your crops correctly and irrigating your fields, you may use salty drainage water to improve agricultural productivity without diminishing crop yields [19].

Additionally, using saline drainage water might help reduce soil salinity, an issue that is prevalent in many agricultural regions. When used properly, saline drainage water may assist in removing excess salt from the soil, increasing its long-term fertility and lowering the possibility of yield losses brought on by plant stress from salinity. It must be underlined, nonetheless, that the use of saline drainage water for agriculture requires meticulous planning, exact control over water quality, and in-depth knowledge of crop salt tolerance restrictions.

Since certain crops can't thrive in salinity, poor management may make the problem of soil salinity worse rather than better. Using saline drainage water for sustainable agriculture may

successfully address the problems caused by water shortage and salt in the soil. We can use this resource to promote crop development while also enhancing the long-term health of our agricultural soils if the right management practices are used [20]. To ensure that the advantages of saline drainage water are achieved without having a negative impact on agricultural output and the environment, meticulous planning and ongoing monitoring are necessary.

CONCLUSION

In conclusion, using saline drainage water for sustainable agriculture has a lot of potential for resolving some of the most urgent issues facing the industry today. The effective management of salty drainage water appears as a useful resource-saving method as global water resources grow more limited and soil salinity continues to harm agricultural output. It is feasible to use saline drainage water to boost agricultural output while at the same time reducing problems with soil salinity by carefully applying strategies including crop selection, regulated irrigation techniques, and subsurface drainage systems. This strategy promotes the long-term fertility and health of agricultural soils in addition to aiding in the conservation of freshwater supplies. But it's crucial to approach the usage of saline drainage water with a thorough grasp of its makeup and its effects on certain crops. Poor management may have unforeseen effects since not all crops are equally adapted to saline environments. Therefore, for the effective integration of saline drainage water into sustainable agriculture, thorough planning, continual monitoring, and the implementation of best practices are essential. The appropriate use of saline drainage water is a significant step toward guaranteeing food security and environmental protection in the years to come, especially in light of the developing water shortage and the need for sustainable agricultural methods. We can improve this strategy even further and build a more resilient and sustainable agricultural future through ongoing research and innovation.

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CHAPTER 12

EVOLUTION OF PARTICIPATION AND EMPOWERMENT IN DEVELOPMENT TECHNIQUES

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ABSTRACT:

The quest for a new and improved vision in development techniques is connected to the involvement and empowerment of individuals. Participation is a term that has been gaining popularity and respect in the discourse and practices of development. Individuals must be seen differently when using participatory techniques, moving from being passive receivers to becoming active participants in development initiatives. There can be no assurance that peasants' best interests are being met if they do not exercise or share authority over the processes of their own development. Nowadays, it seems that the majority of development initiatives have the participatory label as a symbol of repentance for previous errors. Despite this, there is no one paradigm as a consequence of the broad convergence in participatory methodologies. Instead, it has led to a variety of theoretical perspectives that are still looking for a cohesive and coherent common framework.

KEYWORDS:

Empowerment, Involvement, Stakeholders, Participatory, Social Change.

INTRODUCTION

The multiplicity paradigm, the empowerment approach, the autonomous development, and other ideas of participatory, people-based development are some of the most well-known. These ideas were inspired by former UN Secretary General Dag Hammarskjöld and further promoted in the Cocoyoc Declaration. Most supporters of the participatory theoretical approach don't appear particularly interested in establishing a grand theory to provide a universal explanation and interpretation of the universe, in contrast to the proponents of modernization and dependence theories. Especially at the project and community levels, they are more concerned in identifying and assessing the shortcomings and limits of present development techniques and in trying to find normative approaches that may serve as practical operational guides. The emphasis on people, the endogenous vision of development, and the focus on questions of power and rights are common traits of this viewpoint.

Development initiatives have been refocused to include stakeholders more and give emphasis to social factors that were previously ignored. The Millennium Development Goals, or MDGs, set in the 1990s by the United Nations and other development organizations as major problems to be effectively handled, represent the new objectives, which go well beyond the economic aspect. They have goals for education, gender equality, and health concerns in addition to reducing poverty. The majority of development objectives are established within political frameworks based on the observance of democratic and good governance norms. In this context, public participation is equally crucial [1], [2].

The use of involvement in development has a variety of justifications, some of which are directly related to improving project outcomes. White outlined the main justifications for the adoption of this strategy in development initiatives as early as 1982, asserting that services can be provided for less money; participation has intrinsic values for participants, alleviating

feelings of alienation and helplessness; participation is a catalyst for further development efforts; participation creates a sense of responsibility for the project; and participation ensures the use of indigenous knowledge and resources [3].

Participation has remained a highly acclaimed but seldom used phrase despite these and other advantages. This is likely due to a variety of factors, including participation's complex conceptualization and the many delicate difficulties involved in its implementation, as well as the worries project managers may have when not in complete charge of a project. Many managers and development practitioners have their own ideas on what participation is, which may often result in conflicting opinions about what it really comprises and how it should be used. Not everyone views the complexity, or "breadth," of the idea of participation as an issue. Rigidly specified theoretical frameworks, according to Servaes, are not practical nor desirable when dealing with participation. He contends that the power of participation comes from its adaptability to changing circumstances and the strategic approach it takes. Others tend to disagree; they think that this flexibility is a fundamental drawback of participatory techniques since it allows them to be employed in a variety of ways that are often inconsistent with a true participatory philosophy [4].

This is supported by Huesca, who notes that involvement has been adopted by development experts and has been included into modernization techniques including message development and social integration. Ironically, the participatory shift in development communication's pluralistic ethos has helped the prevailing paradigm win over its detractors. This declaration serves as yet another example of the intricacy and ambiguity that this idea involves. Part of the issue is that participation is not an absolute idea and may be understood and used to varying degrees. Pretty created a taxonomy that breaks down involvement into seven distinct categories as seen and used by various development agencies. From passive participation, where individuals are only informed of what is occurring and their involvement is seen as a simple head count, to self-mobilization, where people not only have the authority to make choices, but may also begin the process, this taxonomy covers a wide spectrum of participation styles. There are various types of engagement with varied levels of people's involvement in between these two extremes. Beginning with the least participative, the comprehensive category covers passive participation, information-giving participation, consultation participation, incentive-based participation, functional participation, inter-active participation, and self-mobilization [5].

The World Bank distinguished four forms of participation: empowerment, consultation, information sharing, and cooperation. The other two are thought of as high-level types of engagement, while information exchange and consultation are thought of as low-level kinds. These types are consistent with others, such as the classification provided by Mefalopulos' review of the literature, which includes passive participation, where participants attend meetings merely to be informed, participation by consultation, where participants are consulted but the experts make the final decisions, and functional participation, where participants are given the opportunity to provide input, though not always at the outset and not always in evaluative ways.

Many development specialists still struggle to comprehend what true participation is despite the abundance of experiences and research on participation. When thoroughly examined, studies that highlight the drawbacks of participatory programs actually describe, unintentionally, the drawbacks of adopting participatory methodologies in a limited and sometimes inadequate way. It is methodologically invalid and irrelevant to evaluate the value of participation as individuals responding to specific information or as their participation in activities chosen by experts without taking into account the restricted participatory degree of

such applications and yet, this is often what is done [6]. The word "participation" first appeared in the debate on development in the 1950s. Only in the 1970s, new strategies that intended to include people more in development efforts and address the root reasons of earlier failures, did the trend begin to catch up. A greater involvement for local stakeholders and indigenous knowledge in the problem-analysis and problem-solving stages of development projects was made possible, in particular, by participatory research methodologies. In the United States, this has been confirmed. The Foreign Assistance Act of 1973 mandated that recipients of American assistance participate in the project planning and execution stages [6].

Participatory rural assessment, or PRA, is perhaps the most well-known participatory technique. It gained popularity in the 1980s as a research technique that attempted to strike a balance between the necessity for researchers to be scientific in their approach and the rights of the communities to take part in activities that affected their own well-being. The PRA researchers were supposed to get more familiar with and pay greater attention to the needs and issues recognized and defined by the community by living there for longer periods of time. Participatory rural assessment has grown in importance on a global scale as a result of Chambers' work. The rural poor are among the most marginalized and often uneducated elements of society; thus, Chambers utilizes and supports a variety of participatory approaches and instruments that don't need literacy. His approach encourages everyone to freely communicate their knowledge and opinions in this manner [7].

This strategy encourages the reversal of learning from the rural poor to the specialists and makes it easier for individuals to participate in the problem-analysis process. His work is in many respects compatible with Freire's approach, as he often notes in his experiential workshops: "Everyone is ignorant, only in different fields." They both really care about the emancipation of society's most marginalized groups, who often reside in rural regions or on the outskirts of major agglomerations. Another well-known strategy that dates back to the 1970s is participatory action research, or PAR, and it likewise demonstrates both the benefits and drawbacks of involvement and empowerment. Since it contends that participatory research should never be neutral and should always take the side of the poor and the oppressed, it is an approach that strongly disagrees with the fundamental theoretical and practical tenets of the mainstream positivist-scientific paradigm.

Community-driven development efforts commonly employ PAR and other participatory methodologies. These strategies seek to give communities and local stakeholders control over development initiatives. Unfortunately, despite the fact that PRA, PAR, and other CDD approaches stress the value of actively involving stakeholders and utilizing their wealth of knowledge and experience in the decision-making process of development initiatives, these approaches frequently fail to incorporate systematic and dialogic communication. Due to this, it is now more challenging to actively pursue meaningful engagement and reap its benefits [8].

Since participation cannot occur without communication, at least not all forms of communication, a focus on participation in development also implies a focus on communication. In other words, the increased focus on participation encourages a more dialogic and two-way vision of communication while also helping to mainstream communication in numerous efforts. The reference model is quite different from the conventional one since it now promotes dialogue and horizontal flow, allowing for the fair exchange of ideas and information. In this view, the modernization paradigm's top-down characteristics are lessened, and communication takes on a more participatory meaning that encourages involvement and empowerment. Messages are likely to come from individuals rather than from outside specialists, even when employing mass media [9].

Participatory communication models must include concerns of power and empowerment since true involvement in development entails having the ability and authority to influence choices affecting one's own well-being. Participation can scarcely be kept within the confines of development programs once it has been accepted. It often goes beyond its intended purpose to improve projects' outcomes and long-term viability and turns into a component of a larger social dimension that builds capacity. This is supported by the UNDP Annual Report: Since participation necessitates more influence and control, it also necessitates greater economic, social, and political empowerment. This idea is especially pertinent given that UNDP has been a leading UN agency working to expand the definition of development beyond the rigid confines of the economic component. The notion that stakeholders should be included in development projects from the very beginning and play an active role throughout the process was among the first to be promoted by UNDP. This meant that since power may be thought of as the capacity to influence social circumstances, locals should have the capability to participate in decision-making [10].

Particularly at the macro level, power is a significant consideration. Cultural, political, and economic forces have a significant impact on development structures, policies, and institutions, which has an impact on how people participate. The distinction between the two notions is not often readily apparent, but it is substantial. However, while bearing such issues in mind, given the scope and purpose of the Sourcebook, in this context empowerment may be a more acceptable word to explore rather than power. This description is congruent with others found in the literature. Narayan defined empowerment as "the expansion of assets and capabilities of poor people to participate in, negotiate with, influence, control, and hold accountable institutions that affected their lives." One of the most well-known academics, practitioners, and activists who substantially influenced this idea was Freire. He contends that empowerment of the populace may be attained by a process of "conscientization" that entails the impoverished being fully conscious of their circumstances through contemplation and action [11].

Dialogue-based communication is a kind of empowerment:

According to Freire, dialogue is an act of creation, and identifying the world is very similar to creating it. To speak the real word, according to him, is to change the world; speaking the word is not a privilege reserved for a select few people, but rather a fundamental human right. To empower stakeholders and enable genuine change, discourse is required to ensure that everyone is speaking out. Therefore, the only way to accomplish and legitimate a true and lasting change that aims to create a better and more equal society is via an empowered conversation. The participatory method also directly targets poverty, or at least one of its main characteristics. Poverty affects many fundamental aspects of people's lives than only the lack of access to basic material requirements. The notion of capacity derivation was developed by Amartya Sen, the recipient of the Nobel Prize in Economics, to show how poverty is not only a matter of money but also and especially a social issue. Because an individual's money has a significant impact on their capacities and vice versa, he sees economic poverty and capacity poverty as two variables that are closely connected.

One of the factors affecting the total poverty component is social isolation. A step toward a society without poverty is to eliminate or greatly reduce social exclusion via the dialogic use of communication. Since communication is how people perceive and define their circumstances and create their reality in social networks, the disadvantages resulting from feeling excluded from important choices and from realizing there are few alternatives may be effectively addressed [12]. Development communication reduces poor people's "capability deprivation" and facilitates the process of empowerment, going well beyond the specific

initiative in question, by involving stakeholders who frequently have been excluded from any form of decision-making in their lives. The larger vicious cycle of poverty, in which income cannot be earned without a sufficient level of individual capabilities, and individual capabilities cannot be improved while the individual is still living in conditions of poverty, can be broken by using dialog to engage stakeholders in exploring and assessing the situation.

The connection between involvement, empowerment, and communication ought to be more obvious at this point. The recently recognized horizontal model of communication creates new forums for dialogue among interested parties and streamlines information sharing, enabling individuals to play an active role in decisions that influence their own lives. According to this viewpoint, the media are no longer the primary means of communication but rather one of the instruments that should be employed depending on the situation. A simpler, but simultaneously more complicated, two-way circular model of communication is used to complement the linear communication model, where the sender and receiver are both simultaneously present. These components work together to shift the emphasis of the new development paradigm from media to people and from persuasion to engagement [13].

Diffusion and participation are the current boundaries of development:

Erskine Childers, who is regarded by some as the field's founding father, significantly influenced the discipline of development communication as it is now understood. Childers was an international affairs researcher, writer, and broadcaster who also served as a sporadic consultant to the UN. Economic expansion was the main focus of development throughout the 1950s and 1960s. Childers, however, was able to see personally how some of the biggest barriers to sustainable development were brought on by a lack of communication between decision-makers and beneficiaries as a result of his experiences living in developing nations. He understood the need of keeping stakeholders informed in order to guarantee long-term outcomes.

One can only shake their head at how disregarded something so glaringly clear has been. Childers was one of the first to propose the systematic use of communication to include and enlighten people in the design and execution of development initiatives, even if his approach did not completely break away from modernization models. He strongly promoted the mainstreaming of communication in development organizations using his extensive network of social connections. As a consequence, UNDP mandated that its initiatives pay special attention to communication elements, which was eventually adopted by other UN agencies [14].

Unfortunately, a lot of development managers and decision-makers were unaware of the consequences of the conceptual and practical distinctions between "communicating information" and the more general definition and nature of communication. As a result, the newly created development support communication units, as they were frequently referred to, were frequently underutilized, and their use was primarily restricted to the production of audiovisual and other information materials intended to inform specific audiences, rather than opening flows of communication with stakeholders. There have been several attempts to transform the way communication is understood and used in development, and as a result, there is a growing understanding of the significance of creating two-way flows to exchange information, viewpoints, and views among stakeholders. Behavior change communication, or BCC, communication for social change, or advocacy communication were the three primary topics covered in the report of the 8th UN Inter-Agency [14], [15].

DISCUSSION

The application of behavior change communication in several programs and development initiatives has made it the most well-known strand. Since it is often believed by some to encourage voluntary change in attitudes and behaviors based on informed choices, its conception and uses are rather contentious. Behavior change and societal change are seen as two sides of the same coin in this regard. This line of thought has also drawn heavy criticism for overemphasizing the role of persuasion played by communication through the conventional one-way model and for putting too much emphasis on individual change, which frequently ignores broader social factors and makes it challenging to scale up the intended change [16]. Due to its emphasis on the value of two-way communication as well as the need of facilitating stakeholders' engagement and empowerment, communication for social change is the thread that is closest to the recently developing paradigm in development. Communication for social change is strongly associated with the participatory communication paradigm since change is now anticipated to be determined with the people rather than for the people. Last but not least, advocacy communication includes the use of communication to affect certain audiences, laws, and programs about important development problems.

Despite the usefulness of the aforementioned categorization, the Sourcebook uses a different one that is similar to one that is often found in the literature that contrasts, compares, and characterizes development communication techniques within two major families: diffusion and participation. Morris conducted research on how these two modes vary and also on how they are increasingly being used in tandem in development projects because of the conflict between these two types of methods that has defined much of the field in recent years [17]. The modernization paradigm, which is where the diffusion model has its roots, is defined by the desire to utilize communication tools and tactics to influence individuals to adopt new behaviors. The participatory method is built on a two-way communication paradigm, and its main objective is to empower people by including them in the conception, planning, and execution of development programs. Despite their differences, the two conceptual models are not mutually exclusive since, as will be shown later, parts of each may be combined to create a hybrid method.

Understanding the theoretical foundations and practical ramifications of both conceptual frameworks is crucial for maximizing the potential of any communication strategy. Understanding the fundamental ontological, epistemological, and methodological principles of the two major families of communication approaches can help in understanding how they can be applied.

This is true even though theories are frequently divorced from practical applications. Diffusion techniques, which are grounded in the modernization theoretical paradigm, hold that altering people's attitudes and actions is the only way to bring about improvement. On a metaphysical level, it is assumed that the right approaches will lead to the discovery of the one and only actual reality.

On an epistemological level, the researcher is supposed to dissociate themselves from the subject of the study in order to maintain an impartial viewpoint [18]. Quantitative procedures are favored from a methodological standpoint, and all techniques used in this viewpoint are anticipated to follow positivist/scientific ideology in order to reach the truth. Therefore, if one party is telling the truth, all other parties, regardless of their points of view, must be mistaken. It is simple to see how such an assumption might have significant effects on development activities [19].

CONCLUSION

Instead, methods connected to the participatory model accept that various realities may be constructed. There are several realities that often need to be resolved via conversation; no one side knows the whole truth. This theoretical framework has many consequences and develops from the constructivist viewpoint. According to ontology, reality is seen to be socially formed by intersubjective agreements between different people or groups of people. It implies that there are several conceptions of a given circumstance rather than "one true reality." It is necessary to resolve differences between various groups' definitions and perspectives of reality, which are likely to be correct yet distinct. Since failures of development initiatives have often been attributed to varying understandings and perceptions about the nature of a problem rather than to the problem itself, this issue is especially important for the function of development communication. The researcher and the subject of their study cannot be clearly distinguished on an epistemic level since they are both parts of the same reality. The researcher may and should be a part of the context in which the inquiry takes place in order to better comprehend it. The researcher does not need to be isolated from the problem being researched. Finally, the researcher may use a variety of qualitative and quantitative techniques at the methodological level, without necessarily following a preset priority sequence but rather in accordance with the demands at hand. It also highlights the key characteristics of each mode and its aims. A development communication professional must be familiar with both modes in order to choose the best strategies based on the initiative's scope. The participation mode is more about dialogue, research, and analysis whereas the diffusion mode is more focused on media and messages. The development communication expert must, therefore, be familiar with both modes' study techniques. Knowledge of empirical study techniques and methods is often more crucial than knowledge of communication mediums and messages in the earliest stages of development projects and programs.

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