**E-CONTENT

MJMC,  SEM-II, PAPER : CC-8**

**Topic : First World Congress of Communication for Development**

 **Date : 17-02-2020, TIME : 12.00 P.M.-1.00 P.M.**

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**First World Congress of Communication for Development**

The Rome Consensus of the First World Congress of Communication for Development (WCCD), held in Rome in October 2006 defined it as: “a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels, including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change. It is not public relations or corporate communications”.

These definitions focus not only upon the participatory nature of development communication but also on its transactional nature and the opportunities that need to be created for people to freely articulate their ideas and dialogue about issues most relevant to them. Focusing upon both the socio-cultural context as well as people’s capacities; they draw attention to the diverse factors that can influence integration of multiple voices in development programmes and policies and action towards sustainable change. From above definitions you would have understood that development communication does not merely involve the transmission of information about products, ideas and or facilities for improving peoples’ lives, or the exchange of information for problem-solving.

It extends to include developing empathy for others, raising aspirations, building new skills and capacities as well as increasing peoples’ participation in development activities. Interweaving both mass media and interpersonal communication systems, development communication helps people to understand the linkages between local events and national and global issues; develop new perspectives as well as nurture relationships between different stakeholders groups, for effective management of development activities and realising the full benefits of development.