**E-CONTENT  
  
  
MJMC,  SEM-II, PAPER : CC-8**

**Topic : PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION**

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**PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION**

We have discussed in the previous section that people’s participation is central to Development Communication. It is recognised that inclusive development cannot be achieved without involvement of community in various stages of development projects. However, people’s participation is known to range from tokenism to proactive involvement and is deeply linked to prevailing power (im) balances, empowerment and equality within communities. Often a misinterpreted concept, significant and meaningful participation requires the application of two way participatory communication processes.

**Participatory Communication**

A dynamic, interactional, and transformative process, participatory communication enables people to articulate their ideas, recognise common concerns, and seek solutions from within their community. By generating an open environment, participatory processes enable stakeholders to engage in dialogic processes, build trust and confidence among each other. Consequently they lead to raising awareness about critical issues, improving access to information, increase utilisation of services, mobilise people around a common issue and encourage them to engage in their own and their communities’ development (Singhal, 2003). All participatory communication activities ultimately endeavour to encourage certain changes in attitude or behaviour at the individual, family, and/or community levels. Underpinning participatory communication is the idea of providing communication rights for ordinary citizens. Providing a voice to the voiceless they stress the need to create alternate communication spaces for the poor and the marginalised that strengthen the diversity of cultures and languages in ways not provided by the conventional media. The movement for communication rights was spearheaded by the UNESCO and the MacBride Commission through its report (1980), Many Voices, One World. The Commission highlighted the problems of commercialisation of media, unequal access to information and communication and of a rising communication deficit in the developing and under-developed countries. The commission called for democratisation of communication and this became the basis of many community media projects throughout the world including the community radio movement in India.