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

**Topic : PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION (continue..)**

**Date : 12-02-2020, TIME : 12.00 P.M.-1.00 P.M.**

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**PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION**

**Participatory Democracy**

It was explained in this unit that the concept and meaning of both development and communication are undergoing rapid changes in the modern world. We also discussed that high GDP-growth rate cannot be equated with inclusive growth and top-down, economic growth driven models of development are giving way 34 Media and Development for culturally sensitive participatory models. Thus, the focus of development communication has shifted to more inclusive and participatory development to include the marginalised and vulnerable sections of society. Various definitions expanded the scope of development communication to include developing empathy for others, raising aspirations, building new skills and capacities as well as increasing people’s participation in development activities. Its role in empowerment and philosophical foundations of being positive, purposive and pragmatic enable the understanding of the various aspects of Development Communications. Development Communication utilises multiple media, which include mass media, community media and ICTs, for information dissemination, behaviour change, social mobilisation, advocacy for sustainable social change. A key aspect of development communication is promoting peoples’ participation and providing them greater voice through participatory communications. Consequently it strives to improve citizens’ awareness and engagement with governance and demanding greater transparency and accountability in development processes and policy making

In 1997, through Article 6 of General Assembly Resolution 51/172, the United Development Communication Nations adopted the following definition

“Communication for development stresses the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development”.