**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8**

**Topic : Features From above analysis, the following features of Development Communication emerge**

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**Features From above analysis, the following features of Development Communication emerge:**

• Communication is vital for human growth and progress and use of Communication for Development makes a difference to human development.

• Development Communication is an essential part of programmes and initiatives aimed at achieving development goals as well as those challenging existing hierarchies and power structures for achieving development priorities in an equitable and sustainable manner.

• Participation is fundamental to processes of development communication and enables multiplicity of voices, especially of the poor and marginalised, to be incorporated in development programmes and policy.

• Dialogic processes are central to development and empowerment practices. Based on horizontal, two-way processes, Development Communication prioritises communication systems and processes sensitive to the local context, that enable people to deliberate and speak out on issues important to their own well-being.

• Development Communication helps create a constructive environment where stakeholders participate in defining problems, arrive at a common understanding of issues, consider and discuss ideas, negotiate, and collectively find solutions.

• Development communication processes include, among other things, analysing the socio-economic and political context of communities, identifying and prioritising needs, assessing risks and opportunities, empowering people and strengthening institutions.

• Development Communication utilises multiple communication methods and media, which include Interpersonal communication, Mass media, ICTs etc, for information dissemination, behaviour change, social mobilisation, advocacy for sustainable social change.

• Development communication encourages advocacy to build networks and collectives to influence policy formulations.

**The two primary roles Development Communication plays are - transforming Development Communication role and socialising role.**

**Transforming role:**

As it seeks pro-social change in the direction of improving the quality of life of people. Promoting immunisation of children and institutional deliveries of pregnant women, encouraging enrollment of girls in schools, adoption of toilets by families, breaking myths surrounding menstruation or social customs like early marriage are some initiatives for improving the lives of people with communication being an integral component for achieving these objectives.

**Socialising role:**

By seeking to maintain some of the established values of the society development communication seeks to create an atmosphere for change as well as providing innovation through which society may change. Each society has some traditional values that give people an identity, a sense of belonging and within which their aspirations are intricately embedded. As people of different cultures meet, the values, customs and beliefs of societies make inroads into each other’s societies, slowly influencing and changing them. Communication can play a very vital role by making people aware of differing values and beliefs, critically examine new ideas as well re-analyse the relevance and richness of their own values, customs, beliefs and, above all, aspirations in changing contexts.