**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8  
  
 Topic : DEVELOPMENT COMMUNICATION (INTRODUCTION)  
  
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**DEVELOPMENT COMMUNICATION (INTRODUCTION)**

Development communication refers to a process of strategic intervention toward social change, initiated and engaged by organizations and communities. Development itself encompasses participatory and intentional strategies designed to benefit the public good, whether in terms of material, political, or social needs. While the more broadly defined field of development communication incorporates mediated as well as interpersonal channels, more particular approaches of media development specifically include mediated technologies, such as television, radio, and computer systems.

Development communication refers **to the use of communication to facilitate social development**. Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchange to create positive social change via sustainable.

**Development communication** refers to the use of [communication](https://en.wikipedia.org/wiki/Communication) to facilitate [social development](https://en.wikipedia.org/wiki/Social_change).[[1]](https://en.wikipedia.org/wiki/Development_communication#cite_note-1) Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes [information exchange](https://en.wikipedia.org/wiki/Information_exchange) to create positive social change via [sustainable development](https://en.wikipedia.org/wiki/Sustainable_development).[[2]](https://en.wikipedia.org/wiki/Development_communication#cite_note-:1-2) Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change, and community [participation](https://en.wikipedia.org/wiki/Participation_(decision_making)).

Development communication has not been labeled as the "Fifth Theory of the Press", with "social transformation and development", and "the fulfillment of basic needs" as its primary purposes.[[3]](https://en.wikipedia.org/wiki/Development_communication#cite_note-:15-3) Jamias articulated the philosophy of development communication which is anchored on three main ideas. Their three main ideas are: purposive, value-laden, and pragmatic.[[4]](https://en.wikipedia.org/wiki/Development_communication#cite_note-4) [Nora C. Quebral](https://en.wikipedia.org/wiki/Nora_C._Quebral) expanded the definition, calling it "the art and science of human communication applied to the speedy transformation of a country and the mass of its people from [poverty](https://en.wikipedia.org/wiki/Poverty) to a dynamic state of [economic growth](https://en.wikipedia.org/wiki/Economic_growth) that makes possible greater [social equality](https://en.wikipedia.org/wiki/Social_equality) and the larger fulfillment of the human potential".[[5]](https://en.wikipedia.org/wiki/Development_communication#cite_note-5) Melcote and Steeves saw it as "emancipation communication", aimed at combating injustice and oppression.[[6]](https://en.wikipedia.org/wiki/Development_communication#cite_note-6) The term "development communication" is sometimes used to refer to a type of [marketing and public opinion research](https://en.wikipedia.org/wiki/Marketing_research).