

**COM 692**

**Henry Neondo  
Daystar University  
June 2016**

**Chapter 1 Review**

**“Communication for Development in the Third World:  
Theory and Practice for Empowerment”  
by [Srinivas R Melkote](#), [H Leslie Steeves](#)**

# Key concepts in development communication

1. The Third World
2. Communication
3. Development
4. Empowerment

**Development communication** is concerned with the role of communication in **social change**

# Concept 1: Third World

John Isbister (1191) traces the third World notion to the 18<sup>th</sup> Century France whose society was classified into first, second and third estates...the first and the second classes had the political power...leading to the third class revolting hence the French revolution which began in 1789

- But Scholars accredit the French demographer Alfred Sauvy with first using the term **Third World**

# Differences about the meaning

The differences however is on what Sauvy meant by Third World. Here are some scholarly views

**Isbister :**

Sauvy saw that majority were dispossessed and excluded

**Jean Paul Sartre:** 3<sup>rd</sup> World is the banner of the hungry and oppressed

## Cont..

**Pletsch (1981):** 3<sup>RD</sup> World is the neutral contested part of the world, the part that both the First and Second world wish to conquer

Today: under developed or simply poor

This assumes that the world is divided into;

- a) The traditional
- b) The modern-further divided into
  - i) Communist
  - ii) Free parts

But there is also newly industrialised countries

# Characteristics of 3<sup>rd</sup> World

1. Have less technological integration within their own societies and with the rest of the world
2. Lower levels of industrialisation
3. Greater poverty and
4. Less access to life's necessities and comforts

With varying extremities of lack among them

But scholars also contest the use of the term Third World.

# Alternative terms

- Developing countries –refuted because it connotes that some countries have “arrived” while others still struggle to arrive
- Less developed:
- Under developed-
- North South
- Two-thirds of the world

# **But there also exist differences**

- Historical backgrounds
- Cultural traditions
- Geographical conditions
- Language situations

**Third World can also be defined by**

Oppression by some combination of race, class,  
gender and nation



# **2<sup>nd</sup> Concept: Communication**

Models and theories used to explain what communication is;

These include;

1. Linear process
2. Setting the agenda
3. Influencing public opinion
4. Persuading or educating
5. Providing gratifications to meet needs of the audience
6. Cultivating audiences perceptions of society

# Drivers of developments in communication

Advances in communication technologies

Especially the internet and the Convergence of three technological inventions:

- a) Computers
- b) Satellites
- c) Digitization

The authors expand the definition of communication as the maintenance, modification and creation of culture—the processes of communication, the institutions, culture and development are woven together

# Media

Meant to reinforce hegemony of the elites

The focus of media tend to be on

Events Vs Context

Conflict vs Consensus

Individuals Vs Groups

However in development communication, care is taken in language and imagery which provided values and agendas of those communicating

# 3<sup>rd</sup> Concept: Development

Development is defined as the means to improving the living conditions of society. There are 3 perspectives or ways of thinking about and practicing developments

1. modernization-this assumes that the western model of economic growth is applicable elsewhere..introduction of modern technologies is important in development
2. Critical perspectives argues for political and economic restructuring to produce a more even distribution of rewards in society

# Cont.

3. Liberation perspective by Paolo Frere (1973)-this prioritizes personal and communal liberation from oppression as the key to empowering and self reliance which is the goal of development

According to this perspective, the purpose of development is liberation from oppression, with a focus on both individuals and communities

Western governments and TNCs constitute major sources of oppression as they are motivated by profits, meaning workers and others are exploited in the process

# 4<sup>th</sup> Concept: Empowerment

- Power is only meaningful in social relations. It is constituted in a network of social relationships.

## Types of power

1. Power over-controlling power
2. Power to –generate new possibilities
3. Power with-collective power
4. Power from within-spiritual power

Real change cannot occur unless power inequities between marginalised individuals and groups is addressed

# Models of empowerment

Santi Rozario (1997) divides empowerment concept into two models;

1. Based on empowering the individual
2. Coscientisation and radical social action
3. Collective empowerment (by Rowland's)

The authors define empowerment as the process by which individuals, organisations and communities gain control and mastery over social and economic conditions (Rapport 1981) over democratic participation in their communities and over their stories

# **5<sup>th</sup> Concept: Development communication**

Differences exist between views of

1. communication as an organisation delivery system and
2. Communication as inseparable from cultures and from all facets of social change

Those who support the modernisation perspectives tend to go with the first while those on the liberation perspectives go with the second



# Cont..

From the liberation side, purpose of development is assumed to be freedom from oppression and personal and communal empowerment..the development communication process must support these goals..

From the above, development communication is not message exchange but rather, emancipatory communication that will free people to determine their own futures.

Development communication involves issues at all levels of consideration





