

## 'DEVELOPOLOGY' AND THE ROLE OF MASS COMMUNICATION IN DEVELOPMENT: FROM THE DOMINANT PARADIGM TO CONTINGENT EFFECTS

FAZAL RAHIM KHAN

Department of Journalism and Mass Communication  
Gomal University D. I. Khan, NWFP, Pakistan.

### Abstract

The paper interprets and synthesizes a pertinently vast literature in three distinct but inter-related fields of social sciences; viz, sociology of development; development communication; and mass communication research. The paper concludes: a) there is considerable taxonomical ambiguity and confusion in the major reviews of sociology of development; b) despite alternatives suggested to the much derided dominant paradigm of mass media in development, there remains a clear lag between the conceptual developments in the sociology of development and the present state of the development communication research, and c) the latter can greatly benefit by giving considerations to work done in the general area of mass communication research particularly the work on the role of contingent conditions in documenting the system level media effects.

### Introduction

The paper has a threefold purpose: one, to give us an overview of the main theories of development and social change in sociology and thus trace out how the term development has been conceptualized; two, to describe how concomitantly the researchers' perception of the role of mass communication in development.