Development Support Communication's Process Model An Action Plan

Mirza Jan

*Assistant Professor, Department of Journalism &
Mass Communication, Gomal University,
D. I. Khan, (NWFP) Pakistan.

Abstract:

This process model of development support communication (DSC) proposes development planning and implementation in which more adequate action is taken of human behavioral factors in the design of development projects. It will also identify the bases for an action plan and also to coordinate DSC activities to ensure the need for training in communication for development. It provides certain insights in to the issue of communication support in development and theoretical base of research traditions.

Introduction/rationale

Model serving as Inspector- General to the entire process of reality that orders and simplifies a view of reality representing its essential characteristics. It is 'the art and science of human communication applied to speedy transformation for fulfillment the human potential.' Models have the first-strike capability of knowledge dissemination. Mass media models as source of dissemination knowledge contribute international-orientation. Communication is used for persuasion, transmission of knowledge and information; for personal expression; and as a vital instrument for social and political change associated with sectoral development. Development Support Communication (DSC) system will continuously emphasize the appropriate motivation for the on-going support to sectoral development programs. Development necessary involves people. For development to take place, the people directly involved in it must be able to understand, accept and act upon new ideas. The United Nations Development Programs (UNDP), defined development communication as ' the planned and systematic news of communication resources and systems, both mass and interpersonal, to achieve the goals of social change and economic development.' The term development communication (DC) has been used to describe ' the systematic civilization of appropriate communication channels and techniques to increase people participation in development and train rural population, mainly at gross roots level, Coldevin (1987).