

## How do mass media and ICT compare and overlap in development communication?

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### Abstract

In the 1960s and 1970s, electronic media spread quickly around the world. This led to what is now known as the "information explosion." The idea of using mass media came from the belief that media had a huge impact on how people conducted themselves. Communication experts said that the media should be used to spread technology more quickly. The media was seen by some communication experts as a "magical multiplier," while others saw it as the perfect "lubricant" for growth. This is where the media affects factors connected to modernization and economic growth. The goal of the study is to look into the long-lasting connections between ICT (information and communication technology), which includes media, telecommunications, and computers and information systems, and economic growth, social and culture change. In the past, researchers who looked into ICT and social change used measures of who owned, had access to, used, and owned different kinds of technology to figure out how important and influential they were on society. The way we evaluate new media and ICT today needs to better represent how participatory, social, interactive, and performative they really are. It is the amount of users and sources that an ICT resource makes available that is called its breadth. The unique thing about internet-based information sources is that they offer a huge range of documentary and interpersonal resources linked together in a way that lets users find and retrieve information in an infinite number of ways, depending on their current interests and preferences. The interactive nature of media today makes it a much more interesting and rich place for social change and activity, but it also brings up a lot of new policy issues for experts to think about. The media industry's attempts to keep and grow old business models and regulatory frameworks has been one of the most complicated effects of the switch from mass media to new media.

### Keywords

Communication, ICT, digitization, information explosion, interactive media, convergence, decentralization, and privatization are all terms used to describe development.

### Introduction

Development, at its core, is the process of increasing a country's productivity in terms of goods and services. The absence of development is a definition of underdevelopment. In the words of the World Bank, development is "the deliberate alteration of a society for the betterment of its social and economic conditions." Development communication is predicated on the concept of development.

The term "development" was coined in the 1960s by scholars in the field of development communication like Rogers and Shoemaker to describe "a type of social change in which new ideas are introduced into a social system in order to produce higher per capita income and levels of living through more modern production methods and improved social organization." Development is the process of bringing social institutions up to date.

Dissanayake argues that development is an endeavor to better the lives of all or the vast majority of people while also protecting their natural and cultural settings. Involving as many people as possible will empower them to shape their own futures, which is another goal.

In her book, Debora Eade describes development as "the process and result of confronting poverty, oppression, and discrimination; realizing human potential through social and economic justice; and empowering women and men to bring about positive changes in their lives." The book is largely concerned with social and personal revolution.

To paraphrase the author, "development is neither a straightforward nor simple linear process." All the living impulses and the complex web of interwoven strands that make up an organic whole are addressed in this all-encompassing endeavor (Haqqani 2003: xi).

Definition, Range, and Goals for Development According to sociologists, psychologists, economists, and communicators, the flow of information is sped up when people effectively exchange information with one another. Interpersonal and intergroup interactions are both included in the broad definition of "communication." A message, a medium, an audience, and a sender or initiator make up the four cornerstones of all communication.

However, development communication matures into a procedure that affects or influences the actions of individuals or groups toward predetermined targets, usually for the benefit of society as a whole. Therefore, it is incumbent to the receiver to exhibit the desired behavior of the communicator.

The systematic use of mass media and other forms of communication to improve people's economic and social conditions. It shows how the power of the media can improve the lives of people in both urban and rural settings. By empowering citizens with life-improving knowledge, this method of outreach hopes to increase the effectiveness of government initiatives.

The purpose of public programs and policies is to improve the quality of life of the target population, with the overarching goal of providing quality that is authentic, meaningful, and long-lasting. This information must, in addition to being helpful to community development in some way, fit the information standards that have been established by the communities themselves. To put it more clearly, the purpose of this strategy is to improve the overall standard of living in communities.

Development communication is defined by Nora C. Quebral, a prominent academic in

this field, as the "art and science of human communication applied to the rapid transformation of a country and the majority of its people from poverty to a dynamic state of economic growth that allows for greater social equality and the greater fulfillment of human potential."

According to F. Rosario Braid, "an element of the management process in the overall planning and implementation of development programs" is development communication. Development communication is an element of the management process.

"the identification and utilization of appropriate expertise in the development process in order to assist in increasing the participation of intended beneficiaries at the grassroots level." This is the general definition of "development communication." Another meaning of development communication is the incorporation of tactical communication into overall development initiatives. The likelihood of development programs being successful can be increased by the use of communication tactics that are effective. In contrast to merely spreading information, educating folks, or raising awareness, it aims to bring about a change in people's behaviors.

Every new development necessitates a change in approach from the many stakeholders.

According to the findings of research, there is no guarantee that shifting one's knowledge and attitudes would result in a corresponding shift in behavior. To modify behavior, one must first get an understanding of the factors that lead to people's actions as well as the challenges that come with developing new patterns. It is not enough to simply raise awareness of the "benefits"; it is also vital to have an understanding of the challenges or "costs" that folks consider a change of this size to entail.

The dissemination of information to specified audiences, observation of those audiences' responses, and proper response are the three components of meaningful communication. Whether one is talking about a specific development project or more general economic reforms such as those pertaining to health, education, or rural development, private sector development, financial reform, or judicial reform, the goal is to reach a consensus by raising public awareness and encouraging thoughtful discussion among stakeholders. This can be done whether one is talking about a specific development project or more general economic reforms.

When designing development programs, it is important to take into account local, political, social, and cultural realities. Careful planning and expert execution of communication programs that are directly linked to reform initiatives or development project objectives can determine whether or not a project is successful.

It is difficult to provide a 100% guarantee that these gadgets will perform efficiently in locations where there are no phone or power connections due to technological limitations. Even in the event that such services are guaranteed, questions around standardization, ongoing maintenance, and updates become crucial. It is necessary for residents in prosperous nations to have access to technical support, and it is much more essential for citizens in nations with less technological expertise. Users in many countries are required to have at least some level of literacy skills and to have had basic instruction on computers before they can access the Internet.

There are extra constraints to consider when looking at it from a cultural angle. The fact that English is the main language for online material represents a possible obstacle. In addition, due of the high degree of illiteracy that is prevalent in many developing nations, a significant percentage of potential clients

are immediately ruled out of consideration. Even if language obstacles can be overcome, cultural differences often play a significant influence in the process of obtaining the fundamental information and mentality that is necessary to fully exploit the promise of modern technologies.

In spite of these limitations, information and communication technologies have the potential to and should play a key part in development communication. In addition to the roles of information dissemination that are typically performed, certain technologies, such as the Internet, can also help to make horizontal communication operations easier to do.

ICTs are definitely more tempting than participatory methods, which appear to be more difficult to govern and need more in-depth, drawn-out interactions. Due to the quantitative, quick information flow patterns and the ability to transcend time, ICTs are unquestionably more attractive than participatory procedures. In point of fact, communication technologies are at their most efficient when they are utilized in processes that involve stakeholders in the process of identifying the objectives, essential concerns, and appropriate channels, and when they are utilized within cultural frameworks that are generally accepted. Even while the media and

information and communication technologies (ICTs) have the potential to play an important part in development communication, it is important to note that these tools are not a silver bullet that will close all of the knowledge and perception gaps or cure all of the problems.

### The Representation of Social Change in the Media

Since 1947, major social changes and a growing awareness of concerns impacting India's destitute, women, and children have coincided with the progress of the country. These changes and awareness have helped the country make great progress. During this time period, the non-profit sector in India has experienced significant growth, and a great number of non-governmental organizations have been established in order to advocate for and protect the rights of women and children. Consistent efforts have been made by the government to bolster ideas like intellectual autonomy, democracy, and equality. It has also helped to improve the lives of individuals of society who are considered to be on the margins of society. Within its program of social reforms and initiatives, the administration has placed a significant emphasis on children and women. At this time, India is working toward the goal of creating a society in which those who are

economically deprived, socially marginalized, and social outcasts have equal access to opportunities in all aspects of life. In this setting, the collaboration of the government, other organizations with similar goals, and individual citizens has been critical, but the role of the mass media in acting as a conduit between the government and the general population has also been extremely important.

### **Conclusion**

Both rich and developing countries may profit from the huge prospects for social and economic reform afforded by the ICT revolution. Emerging nations now enjoy almost instantaneous access to new technology and its benefits, in contrast to the past. The exciting possibility of ICTs soon contributing to global economic prosperity that exceeds prior technological successes is thus raised. With the help of ICTs, it may be possible to streamline the process of integrating the world's labor markets. This integration is expected to be helped by a number of factors, including the speedy dissemination of market information, the lowering of trade barriers as a result of international trade discussions, and the effective delivery of services made possible by the 25 new ICTs. The world economy as a

whole should benefit from a more equitable allocation of labor, especially low-skilled labor, as a result of this.

When used ingeniously and imaginatively, ICTs have the potential to significantly improve the lives of the world's impoverished.

However, governments must remove the major hurdles to economic progress if they want to fully benefit from the ICT revolution and reduce poverty. A number of factors, such as better infrastructure, expanded markets, the breakup of telecommunications monopolies, and improved public education, are necessary for economic development and the successful use of the economic opportunities presented by information and communication technologies (ICTs). In fact, if these problems aren't fixed, protecting Internet access won't be nearly as economically beneficial. In some cases, it can even be a formula for economic disaster. Investing in information technology may seem like a good way to spur economic growth in wealthy countries, but in order for IT investments to pay off economically in developing countries, more enabling policies are needed.

The internet can promote economic expansion if accompanied by conducive institutions and rules. In addition to the good

effects of information and communication technologies (ICTs), globalization itself can aid in development. The widespread problems of poverty and slow economic growth cannot be solved solely by ICTs. As a result of these innovations, the developing world may finally have a chance to boost growth and fight the scourge of poverty. They would need well-established social and physical infrastructure, as well as supportive institutional and regulatory frameworks, to make the most of this chance. Even while ICTs have re-energized many developing countries' desire to adopt and benefit from cutting-edge technologies, many of them are still unable to seize the opportunity in its entirety.

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