

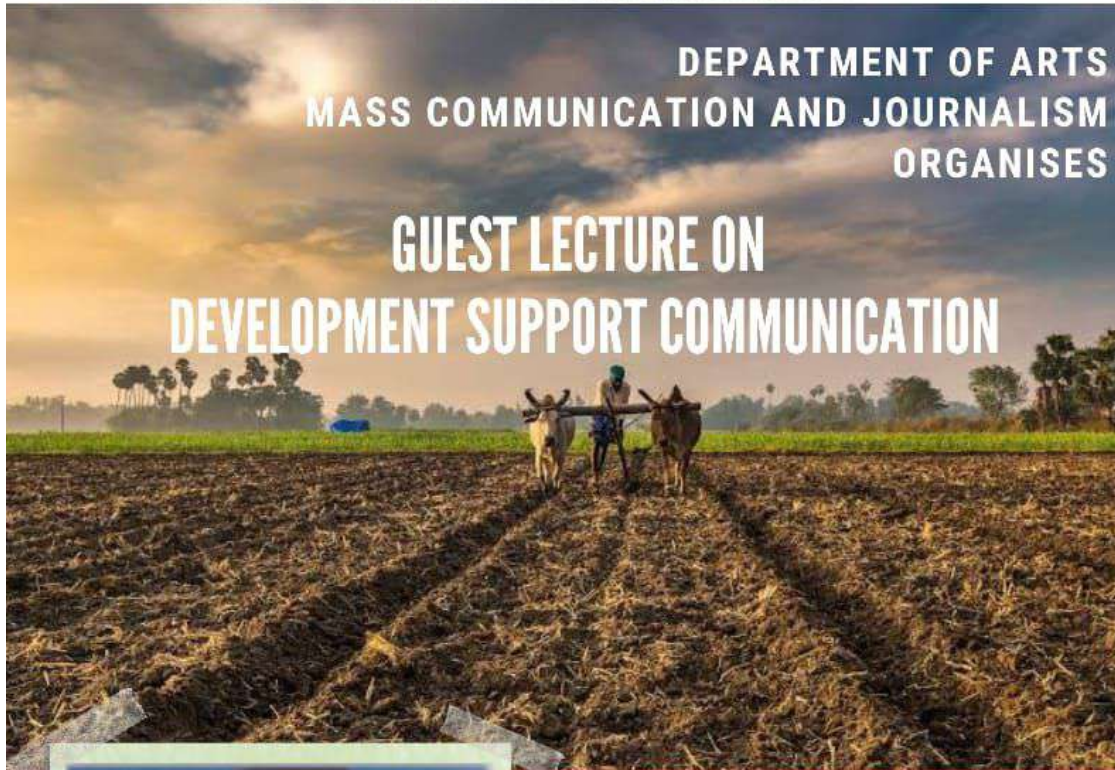


Villa Marie Degree College for Women
(Affiliated to Osmania University)
Somajiguda, Hyderabad
An ISO 9001:2015 Certified Institution



DEPARTMENT OF ARTS
MASS COMMUNICATION AND JOURNALISM
ORGANISES

GUEST LECTURE ON
DEVELOPMENT SUPPORT COMMUNICATION



Date: 31st October 2022
Time: 11:30 AM to 1:15 PM
Venue: APJ Abdul Kalam
Auditorium
Target Audience: BA 3rd Years
(PSY & POL)

MR KESHAV VIVEK

Assistant Professor (Media Studies)
St Joseph's Degree College

What is Development Support Communication?

Development Support Communication, DSC, is a multi-sectoral process of information sharing about development agendas and planned actions. It links planners, beneficiaries, and implementers of development action, including the donor community. It obligates planners and implementers to provide clear, explicit, and intelligible data and information about their goals and roles in development, and explicitly provides opportunities for beneficiaries to participate in shaping development outcomes. It ensures that the donor community is kept constantly aware of the commitments and constraints of development efforts in the field.

640-708 PD Al Amal
653-720 PD
Al Faraj

What is Development?

The **UNDP** (1997; 2010) describes development as "the three essentials of development which include the ability to lead a long and healthy life, to acquire knowledge, and to have a decent standard of life".

The **Dag Hammarskjold Foundation** stated that "development is a whole; it is an integral, value loaded, cultural process; it encompasses the natural environment, social relations, education, production, consumption, and well-being."

Amartya Sen (2018), developed the "capability approach," which defined development as the process of expanding the freedom of people to reach the highest level of their ability through granting freedom of action, i.e., freedom of choice.



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The demand curve of schooling schemes and cutting budget

| Year | Enrollment | Expenditure |
|------|------------|-------------|
| 2000 | 100000 | 10000000 |
| 2001 | 105000 | 10500000 |
| 2002 | 110000 | 11000000 |
| 2003 | 115000 | 11500000 |
| 2004 | 120000 | 12000000 |
| 2005 | 125000 | 12500000 |
| 2006 | 130000 | 13000000 |
| 2007 | 135000 | 13500000 |
| 2008 | 140000 | 14000000 |
| 2009 | 145000 | 14500000 |
| 2010 | 150000 | 15000000 |

Handwritten notes on a whiteboard, including mathematical formulas and text.

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01) noted "Development is a widely participatory process of
n a society, intended to bring about both social and material
g greater equality, freedom, and other valued qualities) for
ple through their gaining greater control over their

es that "Development is about women and men becoming
g about positive changes in their lives; about personal
h public action; about both the process and the outcome
erty, oppression, and discrimination; and about the
potential through social and economic justice."

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Singhal and Rogers (2001) noted "Development directed social change in a society, intended advancement (including greater equality) for the majority of people through the environment."

Deborah Eade specifies that "Development empowered to



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How did Development Support Communication begin?

Diffusion is the process by which an innovation is spread through certain channels over time among the members of a social system (Rogers, 2003). An innovation is an idea, practice, or object perceived as new by an individual or other unit of adoption (Rogers, 2003). The diffusion of innovations theory looks at how the social members adopt the new innovation. Interpersonal and mass-mediated communication channels are involved in the diffusion process. According to the theory, innovations should be widely adopted to achieve development and sustainability in real life situations. The theory was applied in many areas of development.





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DEVELOPMENT SUPPORT COMMUNICATION

KESHAV VIVEK

PROF, DEPT OF MASS COMMUNIC

SEPH'S DEGREE & PG CO

KING KOTI





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