

GUEST SPEAKERS ADDRESS III

Communication (Media) and Nation Development; Theory and Practice of Communication in Nation Development

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Introduction: The world is in the blink of a third world war. The world is divided again into two blocks and fueling a probable war in the future. Following World War 11 (WWII), nearly all of the participants' economies failed, their infrastructure was destroyed, and two geopolitical blocs emerged. On one side were the Western Bloc of capitalist advanced economies allied with the United States, also known as the " liberal World" or the "Western World." The socialist nations that made up the Soviet Union's hegemonic order, the Communist world, peasants' states, and Mao's China were on the opposing side. Europe had a few neutral nations, and then there was the Third World and the rest of the world. In the immediate aftermath of World War II, a cold war between the capitalist and communist worlds began, in which the United States engaged in a number of proxy conflicts with states backed by the Soviet Union that were socialist and Marxist-Leninist. The United States became the only superpower in the world after the fall of the Soviet Union in 1991, and some political theorists even regarded it as the only hyper power. Since then a liberal economy existed as the basic economic model until the 2008 financial crisis. COVID-19 began when the world's economy began to recover. While she was struggling to overcome the pandemic's consequences, she began a geo-economics, geopolitical, and geo-war engagement against the east camp.

The Crisis in the new normal in the 21st Century

The crisis; induce crises, economic crises, and health crises, in the new normal in the 21st century has led to name 21st century as crisis era. The development processes and the economy started to slack off. Production breakdown led to a challenge to globalization, which in turn sparked movements toward regionalization and nationalism. The current state of the

world is unpredictable as a result of this unstable situation. Globally, there is now a broken social, economic, and health crisis. Due to transportation limitations and the effects of war, there is a reduction in the supply of food, gas, fuel, and other strategic resources. The system as a whole is in crisis. The impact of the present crisis has no national boundaries. The global crisis needs to be addressed in an effective and collaborative way. This issue needs to be examined and discussed by academics, politicians, opinion leaders, journalists, and other social reformers and activists in order to develop a solution. The activation of social movements is required and through which connectivity among social members, motivation, analysis of the situation, and scope of development is demanded. The notion of building resilience is really about preparing for the knowable. The need for Development communication or communication for development should be emphasized in this environment for the future development of the world.

Social changes through the Development of Communication

The "European Recovery Program," later known as the Marshall Plan, was implemented by the United States in 1947 as a response to the post-war world that had been destroyed by war. Eminent academics T. Parsons, E. Shils, H. Lasswell, and D. Lerner were given the task of analyzing the situation and making a recommendation to the world. They created a geopolitical plan and methods for winning over the hearts and minds of people living in what was formerly referred to as "underdeveloped countries." Many of these concepts and methods formed the core of "Modernization Theory." The earlier developmental model had been completely replaced by the new developmental model in this new developmental plan.

Development is a change process intended to enhance man's quality of life and surroundings. Development, according to Dudley Sears (1985), entails the creation of opportunities for the realization of human potential. In order for a nation to utilize its human resources to their full potential, Schramm (1964) hypothesized that education, literacy training, mechanical skill training, health improvement, and adequate living facilities must all be included in the development plan.

Distribution of information, dissemination of knowledge, and providing entertainment are major roles of media. In a broader sense, they are equally applicable in the pursuit of national development. It could be argued that the media, by educating, informing, and entertaining, makes society, society members, or the nation, as well as the society's leadership, aware of the importance and necessity of undertaking certain processes. The persuasion function which is attached to the above three functions influences people's

actions in a specific direction. The role of the media in providing the public with the information needed to achieve development or change goals is thus seen. The capacity and capability of the media to teach, manipulate, sensitize, and mobilize people through information dissemination are central to their roles in national development.

Media Theories and Development

Three other theories, Dependency Theory, world System Theory, and Globalization Theory, were gradually developed to address the national, international, and social issues of the world. The importance of communication in development (the theme of developmental communication) is emphasized in all four developmental theories.

According to McCombs and Shaw's Agenda-Setting Theory (1972), the media also shape public opinion by instilling issues like development programs and policies as top priorities in the minds of the general public.

In the "Development Communication" phase, the media enters the development process. This means that the content of the message or the information sent is intentionally packaged by the sender in such a way as to persuade, encourage, or persuade the recipient or target audience to take a stance and become involved in the realization of their purpose. In some cases, the purpose of the message sent is to get the target audience to adopt a positive attitude change towards the development objective.

Communication studies on so-called "Modernization" or "Development theory" have been conducted based on the idea that mass media can help transform traditional societies. In a comparative analysis, Lerner (1950) argued that media exposure prompted traditional societies to break free from their ties to the past and to strive for a more modern way of life. The best strategy for overcoming historical "backwardness" was suggested to be using the mass media as a "bridge to a wider world, as the vehicle for transferring new ideas and models from the North to the South and, within the South, from urban to rural areas." Schramm (1964) agreed with Lerner's assertion that the media can arouse the aspirations of people living in developing countries. The Southern mass media, in his words, "must shake people off of fatalism and fear of change." Individuals must desire a better life and be willing to work for it. Everett Rogers (1962) recognized the important role of the mass media in development and introduced the 'diffusion of innovation' model. In this model, the mass media adopted a top-down communication strategy that involved a one-way flow of information from governments or international development organizations. The mass media were widely believed to be a panacea because they were accepted as neutral

forces in the development process, despite the fact that the media are products of social, political, economic, and cultural conditions.

By the end of the 1970s, it was abundantly clear that the general public wasn't just a passive consumer of information and that the media couldn't change people's attitudes or behaviors on their own. Around this time, the 'Another Development' perspective began to have an impact on communication theory and practice. Its supporters contended that since communities were where development was actually felt, community involvement in the formulation and implementation of development programs was crucial. The importance given to alternative communication systems and media practices for local people to participate in development activities led to the understanding that communication for development is a two-way process in which communities can participate as significant agents in their own development.

By the end of the 1980s, a lot of development organizations, especially non-governmental organizations, had embraced the idea of participatory development, especially participatory rural appraisal, whereby underprivileged communities actively participate in defining their own issues and potential solutions. Since then, a greater emphasis has been placed on horizontal, multi-directional communication techniques that employ a variety of channels and emphasize the value of dialogue in fostering trust and understanding, amplifying the voice of the underprivileged, and empowering them to find solutions to issues in order to improve their own well-being.

The idea that dialogue is essential to growth is emphasized by Communication for Social Change (CFSC). The CFSC employs participatory methods. It emphasizes the value of horizontal communication, the significance of people as change agents, and the necessity of partnerships and effective negotiation techniques. CFSC focuses on dialogue processes that enable people to get over challenges and find solutions that will help them reach the objectives they have set for themselves. All members of civil society, including women, men, and children, define who they are, what they want, what they need, and what needs to change for them to have a better life through these processes of public and private dialogue. A CFSC approach focuses on shifting away from individual behaviors and toward collective community action and long-term social change.

In the first decade of the twenty-first century, the argument is still heated. Some actors in the development sector believe that communication for development should help shifts in power and support the social transformation that is led by those who are most impacted by development policies. Others claim that those who are poor cannot always influence how policies are made but can only provide information to those who make

policies and are counseled by technocrats. This latter perspective, which does not allow for extensive participation in policy advocacy, continues to be a source of worry. One common viewpoint promotes a comprehensive, "diagonal" strategy that uses both vertical and horizontal communication to guide decision-making at the local and national levels.

Development communication for Sri Lanka

The current crisis situation in Sri Lanka is so challenging that it has impacted almost every aspect of the country. The situation has affected all citizens, rich and poor alike even though the condition of vulnerable groups is appalling. Domestic production has been significantly reduced due to a scarcity of strategic resources such as gas, fuel, manure, and electricity. It has impacted the service sector, and the failure of both the private and public sectors has had a significant impact on the country's economy. also. A national development strategy should be developed based on an analysis and interpretation of the current problem.

The problem must be dealt with effectively and collaboratively. The role of the media in disseminating information, gathering masses, and persuading them to agree on a point of view is critical. Also, the best development strategy for the country should be discussed and agreed upon. The practical value of development theories required discussion, and the role of media in dissolution appears to be required to overcome the country's current issues.

Conclusion

Throughout history, communication strategies, theories, and models have been used to address problems that arise in global crises of any kind. Communication has been used throughout history, from the Great Depression to World War 11 to economic, environmental, and health crises. Theories of communication for development have been developed from time to time and have proven to be very effective in dealing with global crises. It is recommended that the same strategies be used to deal with the current crisis of the twenty-first century because communication has solved problems in previous crises. The development of communication theories can be used to address Sri Lanka's worst crisis to date.
