**DSC**

The concept of change is positive in character which leads and motivates human beings towards better living conditions. Change process may occur at various levels and in different form. It may be in terms as a change in people’s physical structure, change in technology, social organization, normative values, agriculture, health, education and demographical etc.

Development Communication is the study of social change brought about by the application of communication research, theory, and technologies to bring about development.... Development is a widely participatory process of social change in a society, intended to bring about both social and material advancement, including greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over their environment (RogersE, 1976).

**Objectives of development support communication:**

**According to Todar and Smith identified three objective of development:**

•To increase the availability and widen the distribution of basic life sustaining goods such as food, shelter, health and protection.
•To raise levels of living in addition to higher incomes, the provision of more jobs, better education, and greater attention to cultural and human values, all of which will serve not only enhance material well-being but also to generate greater individual and national self-esteem.
•To expand the range of economic and social choices available to individuals and nations by freeing them from servitude and dependence, not only in relation to other people and nation-states but also to the forces of ignorance and human misery (Todoar M, 2003).

We have learnt that communication is not the only missing link. The problems of underdevelopment or overdevelopment are rooted as much in no communication

Factors as they are in information related factors.

**Some related assumption of Development Support Communication (DSC)**

The central assumption of the DSC that achieving mutual understanding that would lead to desired development is a false impression. Firstly why should communication aimed at reaching mutual understanding lead to desired social change when much of the communication that take place in any society is aimed at preserving the status and avoiding chan.

Secondly, development implies a directed social change and in spite of the benevolent and describe objectives it will always be met with resistance by those effects by such changes because what is desired outcome for one may be a less best likely for another.

**Characteristic of DSC**

* Development at micro level.
* Development support communication deal without specific development goals.
* The function of DSC from top to down.
* There is a wide range of variables and difficult to control.

 **Involvement of Local People in Local Planning for Communications:**

This may look obvious but the fact remains that communication initiatives for the poor rarely are planned with input and participation from the poor. For example, the proposed information kiosks in India are state-based initiatives that have been planned and executed by technocrats and bureaucrats. While such initiatives will be of some benefit—for example to farmers who need regular information of prices of farm produce—it is bound to be less useful to the landless who may have other types of information needs. (servaes, 2008).

Research has also shown that involvement of social groups, age groups, clubs, churches, mosques, women groups, professional groups, nongovernmental organizations and community based organizations has brought greater participation in the innovations to be adopted (Ascroft, 1981).

**Planning for DSC campaign:**

Planning is to supposed to be a requirement of any programmers in case of development support communication and community participation; appropriate planning is the primary step for the achieving the goals. Aimed of DSC is focusing attention on a particular problem and its solution over. Development communication, planning is a deliberate, systematic and continuous effort to organize human activity for the efficient use of communication resources and for the realization of communication.

**Creating the plan for development support communication three main stages**

1. Identification of objectives.
2. Analysis of a problem, target audience, situation and sponsor.
3. Formulation of the plan(selection of the suitable methods, timing the camping, using slogans and symbols, pretesting the messages, providing channels for information seeking and involving people.

**Participation in implementation of DSC:**

People should actively encourage and mobilized to take part in the actualization of the projects .they should give certain responsibilities and set certain task or required to contribute specified resources. Participatory communication, in the ideal situation is practiced spontaneously by the people without meditation. It was ideally the by-product of participatory processes and participatory communities.

**Intrapersonal communication and DSC:**

During the modernization era communicators responded to the shift towards participation in development by resounding the new approaches. To multiple the challenges much of the important thinking had focused on interpersonal processes, also for the first time development communication was no longer in the exclusive domain of the people emphasis on interpersonal and traditional methods, also encouraged the development and use of these communication methods which had been largely ignored until then.

**Role of mass media for DSC**:

Although interpersonal communication is the main tool of the DSC, however, personal or face to face communication methods cannot reach everyone who wants and need Information. There are some methods to used and reach large number of people quickly.

* print media(newspapers, wall newspaper ,blackboards news,newsletters ,foldersand pamphlets)
* Audio visual media (radio, audio cassette, TV, pictures, slides, film strips, overhead transparencies & audio visual recorder)
•Static media (posters, exhibits and displays)
•Emerging technology (communication satellites, telephones, video conferences, FM radios, 3D graphics, multimedia projectors, CDs, DVD and etc.
These methods are particularly useful in making large number of people aware of new ideas and practices, or alerting them to sudden emergencies. While the amount of detailed information that can be transmitted by [mass media](http://omicsonline.org/searchresult.php?keyword=mass-media) is limited, they will serve an important and valuable function in stimulating target audience interest in new ideas. Once stimulated or made aware through mass media, [audiences](http://omicsonline.org/searchresult.php?keyword=audience) will seek additional information from neighbors, friends, extension workers or progressive audiences in

**The participatory approach in DSC:**

The participatory approach is derived from the sustainable human development school of thought. A redemptive attempt to address the dependency issue, it encourages decentralization, (Eyho, 1986)The DSC focus is on people, their release and self-reliance. Its goal is to improve the quality of life, conserve and enhance the people’s values, beliefs and cultures, in order to ensure social justice, freedom and sustainable development. Every society is distinct in its historical, socio-cultural and economic conditions and no universal model is applicable, a multiplicity of strategies will have to be used, which are based on each societies.

 The participatory communication approach encourages information generated within the community as opposed to that externally generated.

**Community radio for empowerment and development:**

Community radio is a broadcasting organization established to provide communication supportfor the purpose of social, economic and cultural development of a community within a geographical location and owned and operated by the community on a non-profit basis.

Furthermorethereare great importance of community radio for development and empowerment of community in poor countries. Mainly the activities and projects of DSC are held in poor areas through community radio. Community radio is the only source in poor areas where we create social change in community. There is a top down aproach, where the members of community are actively participate and give their suggestions to solve their issues with get together on the platform of community radio.

**Community radio creating community ownership:**

There is community ownership through community radio. The community ownership further more requires a much wider community mobilization of community programs.

**Inverting the Top-Down process, creating community ownership:**

Based on worldwide experience, it was agreed that the first basic necessity would be to find a way of inverting the project-inherent top –down process to become a community promoted development process,, carried by a strong community ownership. Itwas believed that only when the community feels that “this is our situation” to which we provide producers and stories, where we assist in overcoming financial problems, and where we prevent theft by all being alert and protective (Jallov, 2003).

Recognizing that radio, television and newspapers are largely for the exclusive benefit of the urban dwellers, participatory communication places emphasis on a multichannel system which is a blend of the interpersonal setting with the use of modern communication and informal traditional/group media which include theatre, public address system, mobile cinema outreach activities etc. These channels are culturally appropriate, cheap time, saving and group anchored

(Eyho, 1986).

**DSC vs. communityradio:**

Article by Brigittejallov and she was the social worker, workingfor women’s of rural areas to develop and empower the womenthrough communityradio. Sheprovides development support communication projects to help them through community radio.

 **Dominate development Communication Paradigms:**

The dominateparadigm of development came into being in the 1960s based on the idea of modernization (industrial revolution, capital-intensive technology, [economic growth](http://omicsonline.org/searchresult.php?keyword=economic-growth) and quantification per capita income index). Change agents of interpersonal system, together with the multiplying mass media are the twin pillars of the dominant paradigm, to introduce new ideas and practice in a given social system. Communication in the Dominant [Paradigm](http://omicsonline.org/searchresult.php?keyword=paradigm) became the crucial instrument of the directed [social change](http://omicsonline.org/searchresult.php?keyword=social-change) initiated and instigated by outsiders representing programmers of planned change.
It is the strategy of communication which flows from top to down. Development planner at the “Top” and relay “down” by technical assistance, intermediaries through government’s beneficiary for implementation by using mass media and interpersonal communication. (A S. , 2014)