JMC 405 EE4 Development Communication

UNIT-I

Introduction

Journalism is an all pervasive subject and its main purpose is communication with the society at large. Communication has both positive and negative aspects and very often the negative points get preference in the most important mode of communication, that is, in News. Herein lies a misconception regarding the role of communication. Communication has an important role to play in the socio-economic changes of ant country and this is particularly the role of Development Communication. Let us first come to the concept of Development.

Development

Meaning

At the outset it is necessary to introduce the concept of development. Traditionally, economics had focused on increase in income as the main source of well being of individuals and hence the sole index of development. This continued till the 1980's, when Amartya Sen showed us that there are a wide range of deprivations of individuals and hence of nations in health, education and living standards, which cannot be captured by income alone.

Prof. Amartya Sen has pointed out that there cannot be any doubt, given other things, an increase in the supply of food, clothing, housing, medical services, betterment of educational facilities etc make a contribution to the well-being of the people. It was therefore quite natural that the early writings on Development, when it emerged as a subject after the World War II, concentrated to a great extent on the ways of achieving an increase in income and employment.

This brings us to the distinction between economic growth and economic development. The increase in income, mostly measured by an increase in gross national product (GNP) of a country falls within the domain of economic growth.

GNP is an estimate of the total value of all the final products and services produced in a given period of time by the means of production owned by a country's residents. GNP (normally denoted by Y) is commonly calculated by summing up the personal consumption expenditure (C), private domestic Investment (I), Government Expenditure (G), Net Exports (Exports minus Imports or X-M) and Net Earnings from Abroad (Earnings from Overseas economic activities by Indians minus Income Earned within the Domestic Economy by Foreign Residents or F). This can be denoted by a simple equation:

$Y= C+I+G+(X-M)+F$

GNP and GDP both reflect the national income of an economy. The main difference is that GNP (Gross National Product) takes into account net income receipts from abroad.

- GDP (Gross Domestic Product) is a measure of National Income (i.e., the identity national income = national output = national expenditure produced in a particular country.
- GNP = GDP + net income from abroad. This net income from abroad includes dividends, interest and profit.
- GNP includes the value of all goods and services produced by nationals – whether in the country or not.

GNP of a country is a criterion for quantifying economic growth. The process of economic development cannot ignore the increase in food, clothing and so on. But there are many other variables that influence living conditions of the people, expand their life expectancy and overall well-being. These other variables bring us into the wider arena of development, which among other things is concerned about the distribution of these improvements in the society, not just their simple quantification or measurement. That is the reason why development consists of more than just improvements in the well-being of the citizens, but conveys something about the capacity of economic, political and social systems to facilitate the sustainability of such well-being on a long term basis. Sen's view is that development must be judged by its impact on people, not only by changes in their incomes, but more generally in terms of their choices, capabilities and freedoms to achieve their goals or ends. Here Sen points out that even when difficulties in distribution and other problems are overcome, development has to be measured by the actual achievements themselves, and not just by a quantification of the means of such achievement.

Concept of Development

Development is about respecting very fundamental human values and finding the means to extend the fruits of these values to the greatest majority of the world population. According to Prof. James M. Cypher, these human values include:

- The opportunity for meaningful employment, under honorable conditions, and the possibility to provide for one's self and family;
- Employment under conditions that comply with the following four core labour standards of the International Labour Organization (ILO): (1) freedom of association and the effective recognition of the right to collective bargaining, that is the right to form trade unions; (2) elimination of all forms of forced or compulsory labor; (3) effective abolition of child labor; (4) elimination of discrimination in respect of employment and occupation;
- Sufficient food, shelter, and other amenities for a decent and meaningful life above the poverty line;
- The opportunity to pursue education of one's own choice and the increased quality of life it promises;
- A reasonable level of health care;
- Social security for old age;
- Democracy and political participation in the life of the community and society;
- Equal treatment under the law and in the economy, regardless of race, gender, class, ethnicity, religion, nationality, or other differences; and
- Respect for individual dignity.

In a nutshell, however, the need for development is summarized by Amartya Sen. According to Amartya Sen, economic development is needed mainly for two reasons:

(1) The removal of poverty through enhancement of human capabilities

(2) Enjoyment of freedoms.

For the removal of poverty, capabilities of the poor should be enhanced so that they should be able to meet their minimum basic needs which include getting adequate food, clothing and shelter, health and education. Therefore, for removal of poverty, direct anti-poverty measures such as generation of enough employment opportunities are taken by the government.

Secondly, as emphasized by Amartya Sen, development is needed so that people should enjoy freedom and a life of valued functioning. To quote Amartya Sen, "The valued functioning may vary from elementary ones, such as being adequately nourished and being free from avoidable diseases to very complex activities such as being able to take part in the life of the community and having self-respect". Thus, according to Amartya Sen, freedom of choice, and control of one's own life are central aspects of well-being for which true development is needed.

To achieve all these, economic growth is a necessary but not sufficient condition and herein lies the importance of development.

The Historical Overview of Development/Underdevelopment

The process of development should be discussed in a historical perspective, in order to understand the root causes of underdevelopment of some nations. At the outset let us mention the different phases of development of the entire world. These phases can be classified as follows:

1) **The flourishing of Ancient World Civilizations (3500BC-1700BC)**
   It is within this period that the Indus Valley Civilization (2700BC-1700BC) prospered in the Indian sub-continent.

Similarly the Mesopotamian (3500BC-2000BC) and Egyptian (3000BC-2100BC) civilizations developed spanning North Africa and West Asia. The other ancient civilizations were centered around Sub-Saharan Africa, Central America and South America.

2) **Period of Colonization, the beginning of Underdevelopment and the Emergence of the Third World Countries (16th-20th Century)**

This period witnessed the Rise of European Commerce (16th-17th Century) across America, Africa and Asia. It witnessed the foundation of British and Dutch East India Companies and the English acquisition of Indian coastal towns.

a) **Period of Domination of Merchant Capital (18th Century)**

This period saw the following turning points, which shaped history in the coming ages:

The predominance of slave trade, mainly from Africa to America.

Protectionism became the policy of many economies to dominate the world market. The policy was to raise barriers to entry of products from rival economies. For example, the British textile markets were protected from Indian cloth imports (1700). Side by side the British focused on imports of raw agricultural produce, precious metals, spices etc from their colonies, of which India was of prime importance. This destroyed the local industries to serve the interests of Britain.

Mercantilism became deep-routed and colonies were allowed to trade only with their empires. This period also saw the rise of merchant class.

Britain and France became rivals, as both aimed at global dominance. British Industrial Revolution and the French Revolution are the landmark events of this period. The British expansion into India and the organized loot and plunder also became the practice.

b) **Period of the Rise of Industrial Capital (19th Century)**

During this period Britain defeated Napoleon and gained worldwide naval supremacy. Britain also started Opium Wars against China. Actually the Opium Wars arose from China's attempts to control the opium trade. Foreign, primarily British traders had been illegally exporting opium mainly from India to China since the 18th century, but that trade grew dramatically from about 1820. The resulting widespread addiction in China was causing serious social and economic disruption there. The Opium Wars in the mid-19th century were a critical juncture in modern Chinese history. The first Opium War was fought between China and Great Britain from 1839 to 1842. In the second Opium War, from 1856 to 1860, a weakened China fought both Great Britain and France. China lost both the wars. As a result China had to cede the territory of Hong Kong to British control, open ports to trade with foreigners, and grant special rights to foreigners operating within the ports. In addition, the Chinese government had to stand by as the British increased their opium sales to people in China. The British did this in the name of free trade and without regard to the consequences for the Chinese government and Chinese people.

This period also witnessed the flow of Chinese and Indian bonded labour (slaves) to Africa and West Indies, mainly by Britain.

c) Period of New Imperialism: Late 19th century

In this period, the European powers competed for supremacy over Africa and many parts of Asia (1880-1914). On the other hand there were the Spanish-American Wars and US acquisition of Philippines and other Pacific territories.

d) The First and Second World Wars

The two world wars deeply affected the economy of countries like India. Soon after the First World War, Great Depression occurred in the European nations in 1929, which had a detrimental effect on India which was then ruled by British. The Government of British India ordered for a protective trade policy, which was just in the interest of England. The sea based trade was drastically reduced while the agricultural sector crippled. The international recession lead to very high inflation as the prices sky-rocketed for various goods and services.

The Second World War between 1939-45 led to huge economic imbalances that prevailed long after peace was attained in India. The root cause of the entire Indian economic problem was inflation on account of war expenditure, which had to be financed by India and the devaluation of Indian currency.

3) **Period of De-colonization (19^{th}-20^{th} century) and the Independence of underdeveloped colonies**

   This period saw the decolonization in America, Asia, including India and most of Africa. In India it witnessed the end of British colonialism and attainment of Independence.

The Effect of Colonialism

The gap between the developed and underdeveloped countries widened as a result of colonialism. The colonial powers which were endowed with technological and commercial abilities along with possession of large amount of capital exploited the poor and underdeveloped countries under their dominance and extracted a part of their produce. Development, then, was based on international division of labour which allowed industrial development to take place in some countries while preventing it in others. It thus follows that the emergence of colonialism led to a pattern of development different from that which would have occurred if their growth had occurred based mainly on their internal socio-economic forces. Perpetuation of underdevelopment in the poor developed countries cannot be fully understood without analyzing how they came to be conditioned and dominated by colonialism.

This colonialism in its turn emerged on the scene as a product of world capitalism. Colonialism is essentially an economic phenomenon under which capitalist development in the Western Europe changed the entire world resulting in the existence of two groups of countries, the colonial ruler countries and their dependent colonies which they exploited to promote further industrial development in their own countries. With this, a particular international division of labour came to prevail under which the poor underdeveloped countries became the suppliers of minerals and agricultural raw materials to their colonial powers that ruled them.

The poor and backward countries were also used as markets for industrial products of the colonial powers. Besides, the industrialists of these colonial powers started investment in mines and plantations of the poor underdeveloped countries and repatriated profits to their home countries.

These industrialists of colonial powers got cheap minerals and agricultural raw materials from their dependent colonies and sold the final industrial products in these poor countries at higher prices. This represents what has come to be called unequal exchange through which the industrial powers exploited the people of poor countries. They invested in those lines of production like minerals and plantations which they exported. They made little investment in the industrial development of the poor underdeveloped countries.

In fact, as has been emphasized by Nobel Laureate Swedish economist Gunaer Myrdal in 1956 that, the industrial growth of the rich countries had a ‘backwash effect’ on the growth of the underdeveloped countries. The emergence of colonialism and their exploitation of the poor underdeveloped countries led to their ‘de-industrialisation’. Thus India’s famous handloom industries declined due to their being unable to compete with the products of industrial powers which rendered millions of people unemployed and led to the perpetuation of underdevelopment in these countries.