

COMMUNICATION FOR DEVELOPMENT AND TRANSFORMATION

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ABSTRACT

Development is a communicative process. Communication tools are considered imperative for political discussions in order to bring about progress and improvements in all areas. These areas are social, political, economic, management, administrative and cultural. Within the community, individuals are experiencing numerous kinds of problems, issues and concerns. They are required to communicate with each other in an effective manner to bring about advancements and transformations in their living standards. Therefore, the communication for development and transformation is considered imperative. The main areas that have been taken into account in this research paper are, understanding communications for development, understanding people, communication for development approaches, key features for communication for development, tasks of communication for development, development and transformation within a community and barriers to effective communication. These areas highlight the significance that communication in all forms is considered vital for development and transformation of the individuals, community and the entire nation.

Keywords: *Communication, Development, Transformation, People, Approaches, Features, Barriers*

INTRODUCTION

Communication is regarded as an integral part of everyday lives of all the individuals in different settings and backgrounds. There are various forms of communication, mass communication, interpersonal communication, health communication, speech communication, intercultural communication, communication education, applied communication, organizational communication and political communication. There are numerous meanings of the term communication. Rather than being understood as weakness or flaws, the diversity of concepts and applications could be considered as strength. The individuals are engaged in different forms of communication, it is important for them to acquire awareness of various forms of communication in an appropriate manner and apply them professionally in accordance to their nature and characteristics (Mefalopulos, 2008).

The overall effectiveness of communication is, it is envisioned as the horizontal process. It has the main objective of building trust, assessing risks, exploring opportunities, providing solutions to the problems, and sharing knowledge, information, ideas and suggestions amongst the individuals. The main objective of communication is to analyse each situation, to cause a reduction in risks, and jeopardies. There are many instances that occur in daily lives of the individuals that cause risks and problems, therefore, through effective communication, individuals are able to guide and direct each other towards the proper direction (Mefalopulos, 2008). Effective communication amongst the individuals leads to not only development but also transformation in

the case of various areas and these areas include, education, employment opportunities, raising awareness, disseminate, influence, persuade, motivate, stimulate, encourage, mobilize, recognize, entertain, empower, identify, distinguish, and help. Therefore, to bring about well-being and progress of the individuals and their work, there should be effective communication between them and other people.

UNDERSTANDING COMMUNICATIONS FOR DEVELOPMENT

The poverty stricken, deprived, and the marginalized sections of the society have always been at the centre of communications for development. They have generally had poor access to communication tools and channels. But increasingly with the impact of Information and Communications Technologies (ICTs) are enabling a wide range of communicators, including the deprived and marginalized, to maximize their communication potential, and to turn into noteworthy development communicators in their own right. This concept has been termed as communications for development. It is a people centred way of communicating for development, which is dedicated towards motivating and influencing the needs and requirements of the people. Development and transformation are the aspects that are concerned with the individuals. The goals and objectives of the individuals are taken into account when understanding communication for development. In this kind of communication, exchange of information and ideas takes place regarding social, cultural, political, economic, educational, informative and management themes within the experience of the individuals for development (Davies, 2004).

Communication for development takes place through various forms. It can occur face to face between the individuals or through usage of technology, the other forms are, text, audio, video, art and performance. These are the forms that transmit numerous kinds of knowledge and information between the individuals. This communication is targeted at a wide range of audiences, including the governing communicator nodes, specifically the government and policy makers, the mainstream media, private sector, and institutional civil society, to effect change and policy influence. It is also communication for appearance and networking with the other communities of interest and the general public, especially at the worldwide level (Davies, 2004). In organizations, the leaders and the directors are main individuals who need to possess awareness about communication for development. They work in collaboration with their managers and supervisors, they are required to communicate the necessary information to their subordinates to achieve the desired goals and objectives of the organization. Since they are at the top-most level in the hierarchy, they are required to carry out the management and the administrative functions in an efficient manner. Development and welfare of the organization as well as the personnel is one of the main objectives of the directors, for this purpose they need to implement communication for development.

Communication for development communicators are the individuals in the society who want to communicate their own developmental viewpoint or message. They are the grassroots voice, the marginalized, the deprived and the individuals who are residing in exclusion. They may be the individuals or groups, on any geographical level, who want to get involved in development communication. For example, they may be the members of promotion networks, youth, women,

children, refugees and many other rights based groups, local leaders, senior citizens or concerned citizens (Davies, 2004). Transformations do take place within the lives of the individuals, regarding work, education, learning, health, living conditions, and so forth. To bring about transformations, the individuals in majority of cases need assistance, and guidance from others, if not others, they may consult their immediate family members. For example, to acquire promotion in job, they need help from their supervisors and leaders, to enhance one's performance in studies, to secure admission in a good college, one needs help and guidance from others and so forth. Assisting, helping and guiding others are important forms of communication for development and transformation.

UNDERSTANDING PEOPLE

The main purpose of understanding people is the fact that communication for development focuses upon the development and transformation of the people. The individuals experience numerous kinds of problems in their day to day lives. The problems may be relating to acquisition of education, employment opportunities, carrying out household chores, transferring from one place to another, financial problems, creating a social circle, health care, medical facilities, diet and nutrition, child development, marital problems, domestic violence, conflicts and disputes, management of the household, taking care of the elderly family members, poverty, illiteracy, unemployment, and homelessness. When the individuals experience these problems, they make an attempt to seek assistance and support from the other individuals to bring about progress and transformations within their lives. The assistance can be obtained in the form of guidance, counselling, direction, and different forms of help, such as financial help, emotional help and so forth. In order to help each other bring about development and transformation, understanding each other and effective communication are regarded as imperative areas.

Communication for development and transformation is focused upon bringing improvements and changes in a particular society or the community. The individuals need to establish appropriate communication terms with each other and require understanding of each other's perspectives and backgrounds. At the centre of all communication lies the determination to reach public. Communication by governments and state institutions, even beyond development co-operation has never been unassuming, as it involves multifaceted matters that are not simple to present in an interesting way. Moreover, with a comprehensive and varied public to reach, the task can be intimidating (Good Practices in Development Communication, 2014).

This point puts emphasis upon the fact to examine three inter-related issues that in many ways are at the core of development communication. First, it will look at what factors motivate the attitudes of the public towards development co-operation, and what are the numbers in the polls that suggest about the efficiency of usually deployed communication strategies. Secondly, with reference to communication with unconvinced public, it will see what role audience segmentation can contribute and how this enables smoother and more effective communication. The practice of development communication can in an additional manner arouse larger involvement between and among different public segments (Good Practices in Development Communication, 2014).

Public dialogue that is based around international commitments, assist budgets and the future of development-co-operation is vital to creating better informed citizens dedicated towards sustainable development. It can also makes provision of the stimulus to the global development debate and help secure renewed political engagement for both the strategy and the implementation of the development goals. Communication plays an imperative part in increasing support, creating political space for policies and mobilising resources. Particularly during the time of economic crisis, public dialogue is an important instrument for sustaining commitment to fight the problems of poverty, illiteracy, unemployment and homelessness (Good Practices in Development Communication, 2014).

COMMUNICATION FOR DEVELOPMENT APPROACHES

United Nations organizations have identified communication for development approaches and these have been stated as follows: (Communication for Development, 2011).

Behaviour Change Communication - Behaviour Change Communication (BCC) is a co-operating process for developing messages, interconnections and approaches utilizing a combination of communication networks in order to inspire and endure encouraging, constructive and apposite behaviours. This is possibly the best known approach, as it has been used commonly in development programmes since the 1950s. BCC envisions social change and individual change as two sides of the same coin. It has progressed from information, education and communication (IEC) programmes to endorse more personalized messages, greater discussions and increased possession together with an emphasis on directing for, and achieving productive outcomes. BCC is regarded as a fundamental component of many health related programmes, particularly HIV/AIDS programmes.

Since the 1990s, progressively wide-ranging communication strategies including community mobilization, client-centred counselling and social network interventions have been used to effect behaviour change. Identifying that individual behaviour is formed by social, cultural, economic and political frameworks, these strategies may integrate peer education, social marketing, entertainment education, public policy, media advocacy, personal and community empowerment, and public relations. This evolution has led to some organizations implementing the more incorporating term of Strategic Communication (SC). Some observers point out that a central aspect of the relationship between communication and behaviour is ideation, the enhancement of the new ways of thinking through communication and social interaction in local, culturally defined communities.

Communication for Social Change - Communication for Social Change (CFSC) puts emphasis on the conception of dialogue as central to the development and the requirement to assist in the participation and empowerment of the poverty stricken and the deprived communities. CFSC makes use of the participatory approaches. It puts emphasis on the significance of horizontal communication, the role of people as agents of change, and the need for conveying skills, abilities and partnerships. CFSC focuses on the dialogue procedures through which people can overcome impediments and recognize ways to help them achieve the objectives they set for themselves. Through these processes of public and private dialogue, all members of

the civil society, comprising women, men and children, are able to understand, who they are, what are their demands and needs, and the areas that need to undergo developments and transformations, for the purpose of promoting better living standards.

A CFSC approach puts emphasis on moving towards collective community action and long term social change and away from the individual behaviours. CFSC is directed by principles of tolerance, self-determination, equity, social justice and active participation. Elements of the CFSC process include catalyst, community problem identification, community discussion, planning and collective action. An internal or external catalyst results in the identification of the problem and community discussion. Preferably, this leads to collective action that can result in individual or social transformation, or both. Both these are considered important, if there is to be long term continuous collective influence.

Communication for Advocacy - Advocacy communication involves organized actions aimed at influencing the political climate, policy and programme decisions, public perceptions of social norms, funding decisions and community support and empowerment regarding explicit issues. It is a means of pursuing change in governance, power relations, social relations, approaches, perceptions and even institutional functioning. Through continuing advocacy processes, which should be constructed into a complete communication for development strategy, policy makers and political and social leaders at all levels are influenced to create and sustain enabling policy and legislative environments and to distribute resources equitably.

Strengthening an enabling Media and Communication Environment - This approach puts emphasis on the fact that strengthening communication capacities, including professional and institutional infrastructure, is considered vital to enable, a permitted, autonomous and pluralist media that serves the public interest. Broad public access is made available to a variety of communication media and channels, including community media, a non-discriminating regulatory environment for the broadcasting sector, media accountability systems and freedom of expression in which all groups are able to state their viewpoints and participate in the development debates and decision making processes. When measures are being implemented regarding construction of health care centres in rural areas, then viewpoints are obtained from the individuals within the community. They are provided with the freedom to give ideas and suggestions. They are able to speak freely regarding their problems and concerns regarding the scarcities that they are facing.

KEY FEATURES FOR COMMUNICATION FOR DEVELOPMENT

Interpersonal communication, classical methods, multimedia are important areas that are need to be taken into consideration when understanding communication for development. The concept of communication for development incorporates a wide range of different tools, methods and channels. Communication for development is not just considered to be an activity but it must be considered as an approach with the following features: (Communication for Development, 2016).

Dialogue – When communication of any kind takes place, it involves various kinds of discussions, which can be lengthy or brief. Dialogue is one of the crucial terms that is used between two or more individuals when they are involved in communication with each other. In

this respect, it is quite different from institutional communication, which distributes one way information to a distributed target audience with often inarticulate features. In contrast, communication for development endeavours to institute a discussion with people on an equal basis. It targets specific groups of people in a clearly defined social and cultural environment to identify their issues and requirements and lead to an increase in participation.

The deprived communities who are residing in remote locations are encouraged to participate and one of the most imperative forms of participation is getting engaged in dialogue. The individuals have the right to speak about their matters and subjects, they have the right to education, employment opportunities, state their issues, concerns and problems, have equal opportunities and earn a sustainable living. An educated person may acquire information and knowledge from various sources. It is manageable for him to generate awareness from various sources, the main reason being, he is literate. On the other hand, getting engaged in dialogue with the other individuals stimulates the mind-set of an individual, he is able to establish a connection with the other people and transformations come about in his approaches and behaviour. Dialogue is more advantageous to changes in behaviour and attitudes as compared to counselling and guidance.

Social Change –Communication for development has the main objective of promoting development to contribute to social change. Communication tools are the sources that facilitate the implementation of social change. There are numerous areas that are required to be taken into consideration when bringing about social change. The individuals who do not have access to education, they should be provided free and compulsory education so that they are able to understand the world and adequately sustain their living conditions. Individuals have the right to attain employment opportunities, provided they should have the skills and the abilities to work. Preservation of the natural environmental conditions, having green and clean surroundings, access to water and better hygienic practices are the ways to bring about social change and involves effective communication. Provision of infrastructural facilities, roads, transportation and other sources are the areas that are necessary to bring about social change.

The processes of social change are vital to bring about transformations in the operations, functions and overall living conditions of the individuals. For instance, moving from one place to another has become manageable with the development in transportations. The development of roads in rural areas has brought about transformations in the lives of the individuals to a major extent. The individuals who are involved in production of goods are able to transport to distant localities to market their products. Therefore, communication for social change contributes in the enhancement of productivity.

Culture –In India, there are individuals belonging to different cultures, castes, class, races, ethnicities, religions and socio-economic backgrounds. Individuals have their norms and traditions in accordance to which they carry out daily life activities. Communication for development must always be developed on the basis of the local framework with local resources. Cultures, traditions and languages also play an imperative part in this concept. When individuals are not able to understand each other and speak different languages, then they do experience problems in bringing about development and transformation. Therefore, within the community, if individuals possess different cultures, they need to understand each other and develop a common

medium in order to communicate with each other. For instance, when launching a campaign against domestic violence, the women who have been victims of domestic violence are communicated with to find out the reasons for their abuse and mistreatment. For this purpose, communication matters to bring about their empowerment and changes.

Culturally sensitive communication makes the most use of the resources available. Communication for development built on the local experience, knowledge, proficiency, arouses more interest, enthusiasm and attention. For instance, a campaign launched against the welfare of the children will focus upon the areas that free and compulsory education should be made available for the children up to the age of fourteen years. Child labour should be prohibited, children should not get engaged in hazardous occupations. Girls should be allowed to study, and measures should be implemented leading to their empowerment. These measures focus upon the well-being of the community and there should not be any kind of discrimination amongst the individuals on the basis of any factors, such as, caste, class, religion, race, ethnicity, culture, or socio-economic background.

TASKS OF COMMUNICATION FOR DEVELOPMENT

The four main tasks for communication for development have been stated as follows: (Communication for Development, 2016).

Facilitating Access to Information and Knowledge - People who do not have any access to awareness, knowledge and information are limited in their social and economic development. By connecting people to the communication processes and media, communication for development plays a vital role in the development process. Information can be operatively conveyed through community radio broadcasts, educational theatre performances, cultural events in public spaces or internet-based e-learning, the panoply of instruments is comprehensive. What is of utmost importance is that the communication processes be wide-ranging and easily accessible. If one does not wish to leave anyone behind, one must make every effort to this end. The Sustainable Development Goals (SDGs) accurately emphasises upon the connection between access to information, on one hand, and social and human development, on the other. Over half of the world's population does not have access to communication and information technologies. The communication gap exacerbates the exclusion of the poverty stricken and the backward communities. This gap needs to be removed by the tools that are provided by communication for development.

Promoting Participation - Being able to take part in the decisions that are primarily relating to one's life is a basic right of every citizen. It is also an indispensable aspect of development co-operation. Schemes planned and put into practice with the involvement of the population have a higher degree of ownership by the latter and are therefore more enduring and maintainable. Communication for development is a means to form the communication areas which assist in the dialogue between citizens and the local, regional or national authorities, for example, in relation to decentralisation processes, the management of public funds or institutional reforms at the local level. Generally used and established devices include, public hearings and debates, radio forums and online information sharing platforms. There are some individuals

within the society that are vulnerable and feel apprehensive regarding number of areas, these may be their upliftment, problems, issues, concerns and other matters. They do not possess the abilities to speak for themselves or to participate in various areas. Therefore, it is important for them to acquire awareness of the tools and measures in a manner that may promote their participation within the mainstream society.

Giving a Voice to the Excluded - To lead to progress and development of the society or the country, the poverty stricken and the marginalized individuals should be allowed to voice their opinion, exercise their rights and have equal opportunities. The media within the developing countries often redirect the viewpoints of the political elite. The concerns and objectives of less advantaged social groups are important to be taken into consideration. These are the people residing in the conditions of poverty and backwardness. Women, and young people, are often excluded from the national debate, although they establish majority of the population. A key function of communication for development is to enable excluded groups to make their voice heard and take part in the national dialogue. The important question that arises in this area is, how this could be achieved. Communication for development should help these groups gain awareness how to use the media to express their opinions, put forward their programmes, print their newsletters, open up new communication channels and thus become advocates of their own development. In this way, communication for development becomes an influential tool to break through the seclusion of the poverty stricken and the marginalised groups.

Influencing Public Policies –Communication for development assists inclusive debates on environmental, social and political challenges which impede social development. But this is not an end in itself. The ultimate objective is to influence public policies, reforms and new progressive legislation making available the solutions to the problems that affect the population. There are many problems that occur within the environment, such as relating to development of infrastructure, roads, means of transportation, different forms of pollution, preservation of the natural resources and so forth. There are many social and political challenges too that the society has to experience and need implementation of rules, policies and procedures. For instance, when there is prevalence of crime against women, women have been subjected to various forms of violent and criminal acts such as, rape, murder, acid attacks, verbal abuse, physical abuse, and sexual harassment. The occurrence of these crimes and violent acts call for public policies. The occurrence of any problems or detrimental effects within the society leads the national government to put into practice a number of reforms and corrective measures. The implementation of reforms and corrective measures may not eliminate the problems, but the individuals who are involved in these acts, gain awareness that they would be subjected to penalties.

DEVELOPMENT AND TRANSFORMATION WITHIN A COMMUNITY

Development and transformation are the term that applies not only to the individuals but also to the communities. A community is referred to an area which comprises of a number of individuals and families. There is a need to promote development and transformations within the communities that are in a deprived state. The communities, where there are absence of civic

amenities, facilities, and individuals are not involved into effective communication with each other, in such types of communities, there is an imperative need to bring about development and transformation. The development of the community can take place through a variety of change processes and these have been stated as follows: (Figueroa, Kincaid, Rani, & Lewis, 2002).

Externally Generated Change –There have been communities, where individuals and families are residing in destitute conditions and there are scarcity of civic amenities and facilities. The individuals are not well educated, aware or even possess the basic literacy skills. They do not have access to proper health care and medical facilities, clean drinking water, nutritional requirements or financial resources. In order to lead to welfare and development of the country, it is vital to look into the areas, where individuals are experiencing scarcities of resources and are not able to sustain their living conditions in an appropriate manner. Measures are required to get implemented to bring about development and provision of civic amenities and facilities in these areas. Formulation of measures and policies require effective communication between the individuals who are involved and the people who are experiencing deprivations. The construction of health clinics, schools and other areas would lead to elimination of poverty and sustenance of their living conditions.

Individual Behaviour Change –Communication processes largely influences the behaviour of the individuals. To lead to progress and development of the individuals, community or the country, it is vital the individuals should bring about appropriate changes in their behaviour. The individuals, when begin to send their children to schools, or when the adults begin to pursue a training program, or when the individuals begin to visit health care and medical centres, and so forth, then changes do come about in their behaviour. The processes of development and transformations not only leads to productivity and enhancement in the lives of the people, but changes in the behavioural traits also prove to be prolific. For instance, when individuals experience scarcities, dearth, problems of illiteracy, unemployment etc. they do not depict appropriate behavioural traits, they experience depression and frustration. On the other hand, fulfilment, growth, improvement, development, and transformations make the individuals feel satisfied and pleasurable.

Social Influence - For causing individual behaviour changes where individuals who adopt a new health behaviour widely support its adoption to the other individuals, so that the rate of change i.e. decline in the prevalence of disease increases. Education, employment, health and having appropriate living standards are imperative areas for the individuals to lead an efficient life. Information and knowledge regarding these areas are acquired through communication. The communication with the other individuals, listening to radio or watching television, and other means of interaction contribute in the generation of knowledge amongst the individuals. Communication generates social influence of an individual, so that he is able to disseminate knowledge amongst others. For instance, if an individual within the community has access to health care centres or training centres, they can communicate this information to others and contributes in leading to the well-being of the community.

Community Dialogue and Collective Action –This is the case, in which the members of a community take action as a group to provide solution to a common problem. In deprived communities, there may be numerous problems, such as, high rates of diarrhoea, health problems,

scarcity of clean water, lack of electricity, schools, educational institutions, health care centres, pollution and so forth. The entire community gets affected by these problems. The leaders and the other individuals get engaged in discussions, regarding how to provide solutions to these problems. They seek ideas and suggestions from each other and implement measures to provide solutions to the problems which impose detrimental effects upon the entire community. Putting into practice appropriate measures not only makes available civic amenities and other provisions within the community, but also there is a reduction in the prevalence of diseases and improvements in the health conditions of the individuals. Another important social change that comes about is increase in the co-operative abilities to provide solutions to the problems and difficulties in the future as well.

BARRIERS TO EFFECTIVE COMMUNICATION

Within the course of communication, there arise number of barriers, which are considered unwanted. The different kinds of barriers have been stated as follows:

Time – There have been instances when a person needs information or materials on an urgent basis. In such cases, any kinds of delays that occur in communication of information and materials are considered as barriers. When one has to carry out a task on an urgent basis, then the delay in time is considered as a barrier. In organizational settings, individuals need to carry out meetings and operations in accordance to the timings. For instance, if the time of the meeting is one hour, then individuals have to carry out their tasks and discuss all the vital areas in that one hour. Any kinds of barriers that arise within the course of that meeting are referred to as barriers relating to time. One of the most common areas that is considered as a barrier relating to time is being late for any important task. For instance, if a person needs important documents and calls up his assistant to bring and he is late, then it is a barrier relating to time.

Place – The environment, where communication is taking place should be pleasant, amiable and not over-crowded. When individuals are meeting each other to discuss important matters, then it is essential to make sure there is not any kind of noise pollution. In organizations when meetings take place, it is vital to make sure, the room is able to easily accommodate the number of people who are participating. They are able to speak and communicate effectively with each other, give ideas and suggestions and are able to come to appropriate conclusions regarding the matters they are discussing. Within the place, any kind of noise, is a barrier within the course of effective communication. Therefore, in most cases, individuals are even asked to keep their mobile phones switched off.

Distance – One of the most common forms of barriers within the course of communication is distance between the individuals. The cause of occurrence of distance between the people are, their places of location, their work, they are occupied with their own families and other factors. The individuals in the present existence have busy lives, due to this fact, they do not find time to communicate with their relatives and friends and in this manner, there is an increase in the distance between them. This is a barrier but it has been overcome with the advancement of technology. The individuals who are residing in foreign countries, even they are able to communicate with each other in an efficient and manageable way.

Conflicts and Disputes – The occurrence of conflicts and disputes are common amongst the individuals in various cases. In the case of occurrence of conflicts and disputes, what is important is, they should be resolved in a peaceful manner. In some instances, they may assume a major form and individuals bring their communication terms to an end. These are stated to be the major barriers within the course of effective communication. The individuals who possess an understanding nature may forget the conflict and establish effective communication. On the other hand, there are individuals who possess an unforgiving nature and they may not bring an end to the occurrence of conflicts and disputes and communication between them is closed.

Semantic Barriers – When two or more individuals are involved in the communication process with each other, it is vital to make use of appropriate language and words. Irrespective of the way of communication, whether it is in an oral form or written form, it is important to make sure that two or more individuals are communicating with each other making use of a common language. Whether a person is making use of an oral form of communication or written, words and language are considered as the imperative medium through which communication takes place between the individuals. Therefore, a person should make use of appropriate words which would make the communication process efficient. One should always be ethical and moral while communicating with each other.

Cultural Barriers – In some instances, cultures can prove to be barriers within the course of communication amongst the individuals. It has been understood that people possess different cultures, values, norms, and backgrounds. Their activities and lifestyles are based on these factors. When two or more individuals belonging to different cultures have to communicate with each other, then it is vital that they acquire the understanding of each other's cultures, norms and backgrounds. Unawareness regarding cultures may prove to be barriers within the course of effective communication. For instance, within the organization, there are individuals belonging to different nationalities, foreigners may be recruited. In such cases, it is important to acquire an understanding of other people's cultures, to acquire job satisfaction. When a person will not be able to understand the cultural backgrounds of their employers, colleagues and other individuals, they will not be able to acquire job satisfaction.

Psychological Barriers – Within the course of effective communication, it is vital to get involved with the attitude of interest and enthusiasm. The individuals need to ensure that others are taking pleasure in communicating with them. When two or more individuals communicate with each other in a friendly manner, then their communication process becomes productive. On the other hand, any kind of communication that is carried out with disinterest or unwillingness, then the process of communication will not be effective. Any communication that is carried out with disinclination, will lead to occurrence of conflicts and not generate the desired outcome. For instance, teachers should always teach their students with interest and enthusiasm, any disinterest on the part of the teachers will not promote understanding amongst the students.

Perception of Reality – When communicating with each other, it is important to understand the various perceptions of the issues or the problems. There are different levels of perceptions that are involved when communicating about a particular topic or a problem. For instance, within the educational institutions, if new policies and rules are required to be measured regarding the maintenance of discipline, decorum and elimination of any kinds of conflicts and

violent acts, then the present situation would have to be thoroughly analysed. The analysis of the present situation would help the individuals to find out the areas that are required to get improved, the situations that give rise of conflicts and violent acts and what kinds of policies and measures need to be formulated. These factors would help in effective communication between the individuals and overcoming barriers.

CONCLUSION

Communication for development is a topical issue, it is nevertheless not a new one. For some years in the present, various communication for development practices have been applied in functions and projects. The comprehensive variety of devices range from ad-hoc discussion forums in the marketplace to elaborate multimedia campaigns covering the whole country. Varied as they are, they share one characteristic, the idea that communication for development is the first and foremost about a procedure, rather than a product. It seeks to elicit constructive responses and open up inclusive debates. To ensure that no one is left behind, these debates must bridge the gap of specialist discussions on laws and standards. They must be clear and appeal to the senses and emotions. The individuals need to communicate effectively with each other to bring about solutions to various kinds of problems. They have to co-operate and work in collaboration within the organizations and other areas and make an attempt to overcome barriers. Effective communication about the processes, rules, laws and policies are always helpful in bringing about development and transformation in the works, operations and lifestyles of the individuals.

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