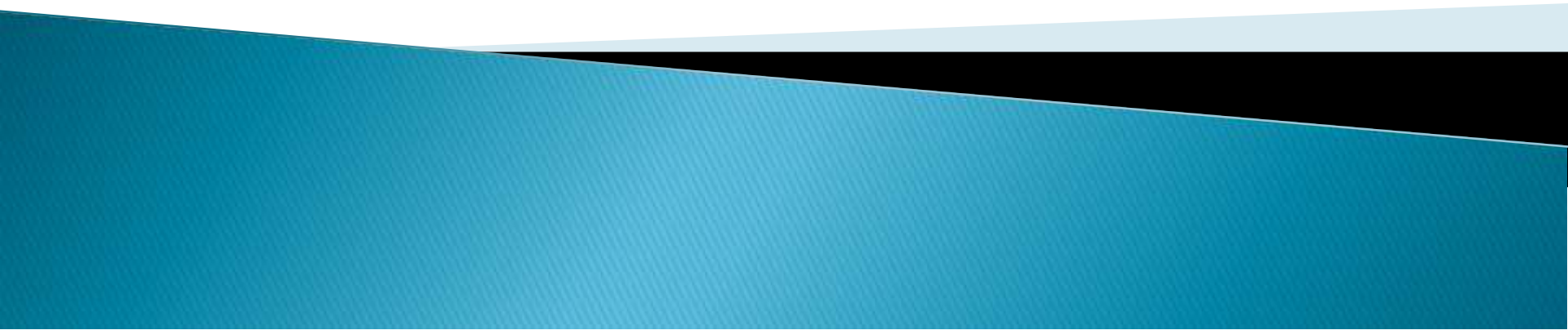


DEVELOPMENT COMMUNICATION

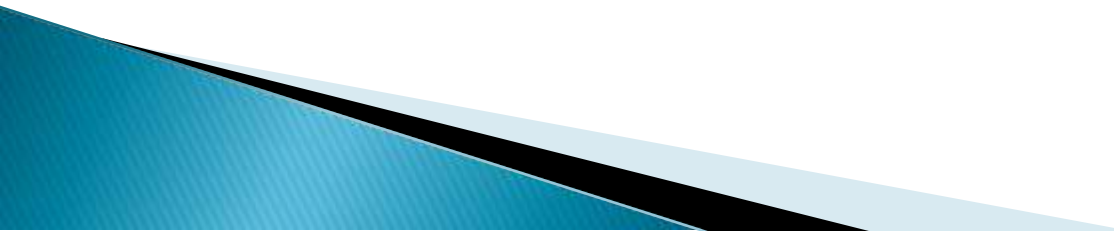
UNIT-II



DEVELOPMENT COMMUNICATION

What is development communication?

Nora Quebral, a leading academic in this field defines development communication as follows:

- ❖ Development communication is the art and science of human
 - ❖ Development communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.
 - ❖ when communication is used to promote social development. Systematically applying the processes, strategies, principles of communication to bring out positive social changes called development communication .
- 

Continue..

- ▶ This approach was first used in the agricultural sector and the first development communication agents were village level agricultural extension officers. The approach flourished from the 1950s onwards and roughly paralleled the de-colonisation experiences of many developing nations.
- 