THEORIES OF DEVELOPMENT COMMUNICATION

THEORIES

- Social Marketing Theory
- Dominant Theory
- Diffusion of Innovation Theory
- Modernisation Theory

SOCIAL MARKETING THEORY

- Social marketing theory is a theory that promotes socially valuable information and socially accepted behaviors. It tries to integrate marketing ideas, principles, tools, techniques and socially beneficial concepts to promote communication and benefit society.

- Social Marketing Theory is a framework that is helpful in planning, designing, implementing and evaluating social campaigns with information sharing as its major objective. It uses creativity, rather than depending on public service announcements, like in the past for giving out information. Information is packaged and distributed following a plan so that maximum sharing and outcome is possible.

COMPONENTS OF SOCIAL MARKETING

There are 4 major components of social marketing which is also used as techniques known as 4 Ps of social marketing. They are:

- **Product**

Target population is encouraged to buy or use socially needed products like family planning, clean drinking water, saving and credit organizations, nutritional foods, organic farming, etc.

- Price

Price in social marketing can be monetary or non-monetary. Monetary price is the price to buy the product which might help the population. Non-monetary price is the psychological and social costs like changing a habit, time or effort. If the price is minimum, the change is more profound.

- Place

The place is where the target population in need can be found. It is where the social marketing will be the most productive. It is the product distribution site, where the implemented changes will take place or the place where the product is available. The campaign is successful if the place is easily accessible.

- Promotion

The social marketing is done for the promotion of the product or habit. It is the way in which the information is provided. The tools and techniques used to make it effective are many, including advertisements, using charts, documentaries, etc. along with public relations, media advocacy, entertainment, etc. It takes creativity to promote in a better way.

DOMINANT THEORY

- **The beginning**

The western model for development predominated in 1950s and 1960s. The modernization paradigm arose soon after World War II, in *1949*. It envisioned development as a challenge to bring the "underdeveloped countries" out of their conditions of poverty by modernizing them and by free-market approaches.

- **Rogers (1960) called** this the “dominant paradigm” of development as it exercised a dominant influence in the field of development.
- Latin America was also the place where, at the beginning of the 1970s, the dependency theory originated. This is another example of a major alternative theoretical framework that is rooted in a political-economy perspective.

- Dependency theory claims that the imbalances in the world’s state of affairs were mainly owing to the international division of labor and to the continuation of past patterns of domination.
- The world was separated into two blocs:
- **The core**, composed of a few rich countries, and
- **The periphery**, composed of many poor countries.
- According to this perspective, core countries took advantage of their technological knowhow, superior infrastructure, and economic power to strengthen their lead.
- The main role of the peripheral countries was restricted to that of supplying raw materials and cheap labor to the richer ones, making it impossible for them to ever catch up.

- The emphasis of this model was that development could be achieved by increased productivity, economic growth and industrialization, through heavy industries, capital intensive technologies, urbanization, centralized planning.
- Development was measured by gross national product (GNP), total or per capita income. There was a shift from a static, agricultural, primitive and rigid society to a dynamic, industrialized, urbanized and socially mobile nation.

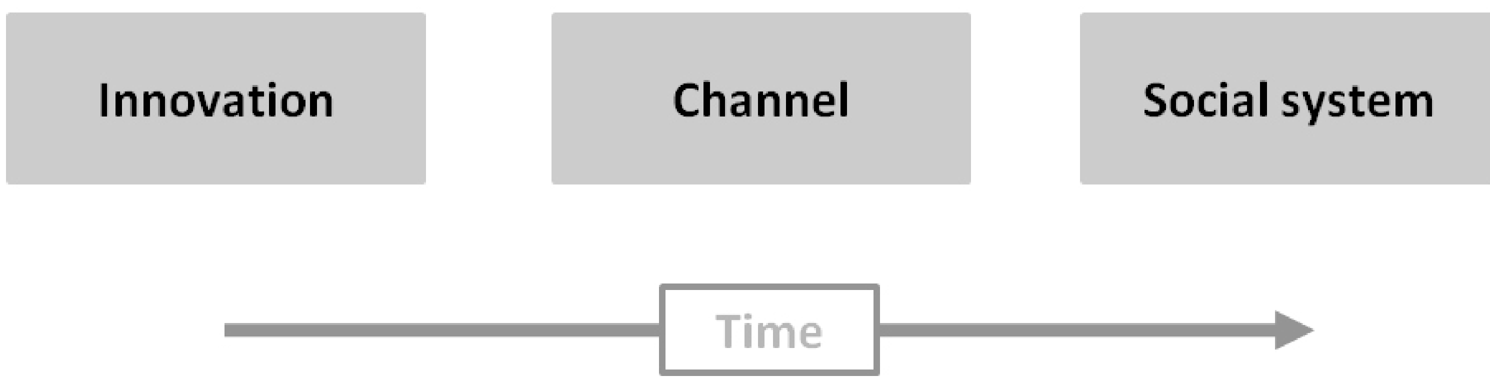
DIFFUSION OF INNOVATION THEORY

- Everett Rogers (1931 – 2004) was born at Carroll, Iowa in his family's Farm. He was well-known Professor, Researcher, advisor and a former editor for a newspaper and reporter too.
- He was well known for the book called "Diffusion of Innovation"(1962) in which he explains the theory of how innovations and ideas spread across the populations. He says in a social system the innovation is communicated by the process of diffusion.

- **Diffusion** is the process by which an innovation is communicated through certain channels over time among the members of a social system (Everett Roger, 1961). An **Innovation** is an idea, practice, or object perceived as new by an individual or other unit of adoption (Rogers, 2003).

- The diffusion of innovation theory analysis how the social members adopt the new innovative ideas and how they made the decision towards it. Both mass media and interpersonal communication channel is involved in the diffusion process.
- The theory heavily relies on Human capital. According to the theory , innovations should be widely adopted in order to attain development and sustainability. In real life situations the adaptability of the culture played a very relevant role where ever the theory was applied.

ROGERS PROPOSED FOUR ELEMENTS OF DIFFUSION OF INNOVATIONS THEY ARE



MODERNISATION THEORY

- Modernisation theory elaborates the development process within the societies.
- Theory states that the marginalised and underdeveloped societies develop in the same phase with that of other developed countries by providing proper support.
- This theory developed as the economic, social, and political system of developed in the west European and North American countries which have spread to South America, Asia and Africa, the underdeveloped countries.

- Modernization theory is used to explain the advancement of societies and its progress. The studies regarding the theory is based on the assumption that modernization was exemplified by the western countries as they were able to progress from the primary stages of underdevelopment. And the underdeveloped countries tend to follow the western developed culture.