CHAPTER 2


Introduction

This chapter deals with the review of publications made by eminent authors on various aspects of media studies. Indian media studies deal with umpteen numbers of issues addressing the aspects of media and its reflection in the overall development of society. Since the cable revolution of the 1990s media in India has been developed not only as a major entrepreneurial field but also as a force that can have tremendous effect on the social life of Indians.

One of the great powers of the media in India is its charming and seductive capacity to influence the opinion of the people. Media has a highly persuasive skill to slowly percolate into the psyche of the public and influence the way in which it evolves its ideas and attitudes. In a sense we can say as Jean Baudrillard observes, we are passing through a phase of the “ecstasy of communication”. Baudrillard stressed the power of the cool seduction of media like television, radio and film and explained how they use their seductive power through pumping the images.

The development of Indian media studies goes hand in hand with the development of Baudrillardian concept of the ecstasy of communication. In a sense we can say that there is a great enthusiasm and consumption of media in India and it is followed by an outburst of media studies in recent times. Making a complete survey of the publications and books related to media is an exhaustive aspect and it is an impossible to task even for the most rigorous of the scholars.
2.1 STUDIES ON PUBLIC SERVICE BROADCASTING

Studies related to media, development and public service broadcasting have made enormous growth in recent years in India. The relation between media and development and the role the public service broadcasting can play in this convergence is clearly acknowledged even by state agencies. The emphasis given to rural development and the upliftment of poor have encouraged the third world countries in the 1960s to give more emphasis on media’s role in development. (Nair & White: 1993:41)

After the 1990s especially after the introduction of cable network and commercialization of broadcasting there was a change in the preference given to the issues of development. The competitive scenario created by the introduction of globalised media networks has forced even the public broadcasting system in the country to change their priorities. A number of studies have been conducted on the nature of these changes and an important work that came out on this area of study is the book edited by Indrajeet Banerjee and Kalinga Senaviratne, Public Service Broadcasting in the age of Globalization.

Indrajeet Banerjee and Kalinga Senaviratne makes a reassessment on the historical background of the concept of the development of the public service broadcasting on a global scale and brings up and interesting definition of the PSBs. The editor’s brings our attention to the fact that how PSBs have succumbed to the competitive pressures of the commercial media. According to him the Public Service Broadcasting in India had gone through tremendous changes in the background of the commercialization of the media and the introduction of entertainment as the major ingredient of our communication system. However, he points out the fact that in various countries the public Service Broadcasting had played a major role in bringing together the communities through the effective intervention of media system. The editor’s indicate that a genuine PSB can’t be expected to serve the public interest
while at the same time compete with commercial broadcasters for revenue and profit.(Banerjee and Senaviratne, 2006)

In their book **Indian Media in a Globalised World** edited by *Maya Ranganathan and Usha M Rodrigues* analysed the economic, political and cultural aspects of Indian media in the wide background of globalization. In the section of the economic aspect a number of issues like glocalisation of Indian television, nationalism as a marketing tool by MNCs, the role of print media and the coming of commercial FM radio in the cities are considered. In the section of the political aspect issues like citizen journalism and regional media are analysed. There is a third section in third section in their book in which Usha Rodrigues analyses the role of Doordarshan’s legacy in public service broadcasting in India. The authors of this book point to the phenomenal growth of Indian media along with potential audience numbers so that it has become one of the most vibrant industry in the world.(Ranganathan and Rodrigues, 2010). According to the authors the globalization has transformed the media industry in India which seems to have going through exciting faces. In her article Public service Broadcasting in India, doordarshan’s legacy Usha M Rodrigues specifically analyses the role of doordarshan in a developing nation like India. In this case study of Doordarshan Rodrigues examines how the role of Doordarshan as an important media for development communication was changed into as a tool of political manipulation in the hands of specific political formations. According to her doordarshan has still a significant role to play in the development goals of India and it can contribute immensely to raise the standard of taste and quality of their programming in the context of a competitive threat from private media organizations.

In their book **Public Service Broadcasting in Transition: A Documentary Reader Reader, Monroe Edwin Price and Marc Raboy** consider the principles and issues like objectivity, impartiality and autonomy of PSBs and its relation to a democratic social formation. They point towards the fact that PSBs are needed as a tool of pluralism and diversity, as an instrument of education, unification and building
a constructive national identity. *(Price & Raboy, 2003).* They also agree that PSBs had to pay a huge price to compete with the persuasive and appealing channels of a globalised bazaar of entertainment. This forces the PSBs to economize their budget with balancing with extraordinary clients. According to them most transition societies faces difficulties in competing with commercialized channels which in turn weakened the hand of Public service broadcasting. the authors say that PSBs are particularly sensitive to changes in the political, socio-cultural, economic and technological environments in which they are operating. They also say that it is important to revisit the fundamental principles from time to time to locate how PSBs are adapting to changing conditions.

Saima Saeed’s book *Screening the Public Sphere: Media and Democracy in India* is a penetrative study on the role of PSBs, journalistic ethics, objectivity, and the politics of language and ideology in the media today. She stresses that there should be greater diversity in the content and also emphasis on the importance of meeting public interest in media policy-making. Saeed’s book is an elaborate the construction of news making in Indian television through exploring the concepts like ‘sense making’ and ‘meaning generation’. The generation of news and dissemination of information are not just a one way or impartial process, but they also make long reaching influence in the minds of the people and thus creating an impact on the practice of democracy and citizenship. According to her there is a recent ‘developmental reportage deficit’ after the changes in the ownership patterns and increasing ‘entertainmentalization’. Saeed’s work is an empirical study and critically analyses how the media coverage impact upon the socio political changes and democratic ethos. She comprehensively studies major news programs on important channels of India, uses survey method, interviews, audience assessment to ascertain the media impact.

In his edited volume *Public Broadcasting and The Public Interest,* , Michael P McCauley compiles a number of studies that covers globalization of media, cyber space, politics of convergence, merchandising of public service, study of
audience and public interest and policy making. Mc Cauley makes an interesting observation that the BBC and other PSB systems operate on a broader foundation of guardianship and paternalism. This helped the British government, the military and the market to influence the way in which The BBC has reported the news. According to him it had learnt how to censor antigovernment news during the general strike of 1926 and how to support the government propaganda during the war years and finally how to secure bigger audiences, (Mc Cauley, 2003). In his work Mc Cauley differentiates the policy diversities of PSBs in viewers, Britain and other western European countries.

2.2 Development and Communication

The concept of development as an indicator of the social growth and economic governance was a product of modern economic perspectives. The economic and social conditions of a community is generally assessed in terms of the conditions of the accumulation of social capital achieved, industrial growth attained, self reliance of the community and access to modern technologies. The perspectives on the concept of development varied on the differences on ideological position that the political structures take and the debates developed in the academia. The relation between development and the role played by communication media in implementing the effects of development were a major area of study starting from the mid twentieth century. In this section a number of such perspectives will be discussed.

Communication and Sustainable Development is a compilation of articles and keynote papers that were used as a background document for the 9th UN roundtable on communication for development. The relevance of these papers has to be understood in the increasingly acknowledged role of sustainable development and development goals by international agencies, government and NGOs. It advocates that the communication for development is about dialogue, participation and the sharing of knowledge. These papers were presented in the United Nations inter agency round table on communication for development held at Rome in September 2004. The
importance of this book is that it underscores the essence of development communication as the sharing of knowledge aimed at reaching consensus for action. It acknowledges that communication media are important tools in achieving this process. The article written by Jansaervaes and Patchanee Malikhao attempts to summarize the contribution of communication to sustainable development, their definitions from western vs. eastern perspectives. According to the authors the communication media are, in the context of development, used support development initiatives through the dissemination of messages that encourage the public to support the developmental projects. For example, they mentioned about the strategy used in the area of family planning where communication means like posters, pamphlets, radio and television tries to persuade the public in adopting birth control methods. They also point that similar methods can be used in the campaigns regarding health and nutrition, agricultural projects, educational and so on. Here the authors depend Lowell’s classical formula “who says, what, through which channel, to whom, with what effect “the role communication in the process is modernization is also analyzed to see the perspective of the American scholar Everte Rogers who stressed the adoption of diffusion process of cultural innovation.

The work written by Paolo Mefalopulos, Development communication sourcebook broadening the boundaries of Communication, is a comprehensive study on development communication which looks into the concept in a systematic way. Mefalopulos in his work note that the development can be achieved only if the people are part of the process leading to change. He confesses that this outlook changed this focus from media to people, from the products to the process. He assesses the development communication in a historical perspective and in a interdisciplinary manner considering even the recent conceptual and practical developments. He sums up the key points in such a way that 1. The two way communication is not only useful but also a necessary ingredient to enhance development initiatives and 2. It should applied professionally by specialists familiar with the rich body of knowledge and diverse range of methods. This sourcebook is useful to everyone who has interest in the success and sustainability of developmental initiatives. First he analyses the evolution of development communication by considering the use of mass media
which targeted people as audiences ready to be influenced by the messages. In a sense it is rooted in a basic sender-message-channel-receiver model. He critically examined this model by bringing in the discussion of an active receiver through feedback in the communication model. According to him this linear flow of messages has been replaced with a more complex in which communication is conceived as a horizontal process. One aspect that he stresses in this book is that the ‘dialogic use communication to investigate issues at the beginning of projects and programs, he uses the interdisciplinary nature as it was found effective as a cross cutting investigating tool by bringing into the insights of various disciplines. The book has been divided into various modules prepared with a specific purpose and readership.

In Communication for Development in the Third World, Srinivas R. Melkote and H. Leslie Steeves make an interesting study on the evolution of theory and practice of development communication, the enterprise of modernization and the dominant discourse of development, the deconstruction of the dominant paradigms of development, critique of communication approaches in the third world development and an analysis if communication and spirituality development. The authors bring important ideological perspectives like Marxism, Gandhisim, Buddhism and the liberation ideas of Paulo Friere and also the religious ideas of Christianity, Islam and Judaism. This book is important in the sense that they bring into focus the socio economic conditions into third world countries and the process of modernization and development that occurred in these spaces. They stressed that those were committed to third world development need to go beyond critiques of western theories and have to articulate new models of development. In this work the authors explore the scholarship and practice for communication for development and empowerment in the third world. An important aspect of the book is that the way in which it brings into focus for important conceptual formulations like communication, development, empowerment and the third world. They underline that the definition of communication is changing according to the assumptions and understanding of these concepts in relation to our areas of studies and practices. Even though the conceptual framework of third world is not widely used in academic circles anymore, the authors interesting an insightful discussion on this particular concept is important in the
creation of knowledge system. When assessing the concept of communication the authors critically evaluate the linear models and argue for the necessity of viewing the idea of communication as a complex process. As they point out the enormous advances in communication technologies which has been resulted in rapid flow of information has resulted in the convergence of various inventions. Apart from viewing communication as just a process of information transmission, the book considers various debates which use communication as maintenance, modification and creation of culture.

**Communication and development written by Y.V Lakshmana Rao** is a study of two Indian villages using the perspective of communication. In this book the author intends to stress the complicated nature of the study of influence of communication on development. In this work the study is based on two assumptions that the communication plays a significant role in national development and the relation between the communication and development is a constant and cumulative one. By communication what the author is intending is a social process of the flow of information, the circulation of knowledge and ideas and the propagation and internalization of thoughts. However in this work the author is not considering the technological or infrastructural changes. But the way in which he analyses communication as a process in which people can learn about new ideas are important in the sense that they are cognizant of change, understanding, and what is going around them. According to him for any development to take place every opportunity must be seized by large number of people in a given community. In the absence of such an approach the development remains lopsided and the widespread circulation of growth get blocked. By development the author indicates a complicated pattern of social, economical and political changes that takes place as a community progresses from traditional to modern society. He summarizes these changes as a change in political consciousness, urbanization, and division of labour, industrialization, literacy, media consumption and participation in nation building. This study, based on two villages, is an important one in a sense that it gives insightful methodological leads in analyzing the everyday life of the people and their relation to the processes of the communication. The author is fully aware of the limitations of generalizing
conceptual frameworks from such micro studies and honestly agrees that there is no scope for a discussion of the holistic nature of human communities.

Kiran Prasad’s book, Communication for Development reinventing theory and action, is a comprehensive study in understanding development communication. He considers various issues like the meaning of development communication, theories of development communication, communication policies, strategies, communication and its relation with social movements, rural development and various other Indian experiences. She also takes into consideration the economic aspect of mass media and development, the communication role in women’s development and empowerment, health communication, population communication, ecological conversation and the issues of ethics in mass media. Prasad understands development as a broad based progressive movement synonymous with growth, modernization, industrialization, self reliant, social change and their relation to national development. Referring to Everett Rogers, definition of development as a widely participatory process of social change, Kiran Prasad considers the issues of the reduction of poverty, inequality and unemployment. In her discussion on the development the provision of minimum level of education, health, housing and food to every citizen commands a major role. In her view the essence of development contains in broadening the social and economic opportunities and forging of cohesive nations state. She critically observes that though mass media have potential to direct social change and development, most developing countries lack formal communication policies to support sustainable development. Therefore, they are not able to mobilize people for purposeful action. In such circumstances the mass communication support for development becomes a major catalyst. Apart from looking into the dominant forms of communication, Prasad also concentrates on alternative developmental communications and gendered analysis of development which enabled women’s participation in health environment and rural development. She elaborately explains the concepts of development and development communication and also focuses on various theories on development communication. In the Indian context various models of development and planning like Gandhian model of development, Nehruanian model, 5 year plans, the experiences of state like
kerala, karntaka, Tamil nadu and Andhra Pradesh have taken into consideration. An interesting aspect of this book is that communication strategies in social movements and developments like folk media, theatre, environment movements and women’s movement have given a major space for discussion. The chapter which deals with women’s status, health status, child health programs and implication of health communication policies is important in the sense that even this thesis owes much to the conceptual framework advanced by it.

Another study completed by *Balcomb John*, *communication for development: from propaganda to dialogue* (1975), is worth reporting here. This study stresses that communication need no more be considered as a means of persuasion, the emphasis generally falling on the perspective that the communication specially aiming at development needs to be a two-way process. He discusses some of the programmes involving mass media have been described as achieving the desired goals, the examples of which can be found in the countries like ethiopia and Zambia.

**k.Sadanandan Nair** and **Shirley A. white** in his work *Perspectives on development communication* acknowledges the current thinking in development communication which has been shifted from dominant paradigm of innovation to a less talked down approach which acknowledges the micro level processes. The book contains 18 articles written by eminent scholars that present diverse viewpoints regarding a rethinking on development models. The book seriously engages with the necessity of rethinking the effectiveness of existing developmental models and processes. Among the issues addressed by the writers are inequality, dependency, development indicators, participatory action, message effectiveness and the use of traditional media and modern communication technologies. The importance of this book is that it relates theoretical concerns with practical issues that are relevant for development communication. The book begins from a realization that development process in third world context requires full participation of the people if there is to be commitment to development decisions. It is clear understanding that the micro level problems of a nation can be solved only by sharing power through joint decision
making and integrating both indigenous and expert knowledge. The collection of papers in this volume was presented in a seminar titled, “seminar on development communication research at the University of Pune.” The major concern of these papers and the issues they are advancing are that it directly or indirectly reflect the consent for making development and communication both equitable and participatory. In short, it embodies a world view in which the current inequality and marginalization of impoverished can be prevented through participatory action and development in which communication plays a centre role. It argues for a paradigm shift in which the reflection of scholars is needed conceptual and methodological changes. The papers contained in this volume covers issues like development communication and social structure, indicators of development in underdeveloped societies, the gandhian pattern of communication, issues of inequality and alternative strategies, developmental bureaucracy, rural media and various modes of communication from traditional folk media and satellite television.

**Jacob Srampickaand Arul Aram. Understanding Development Communication** is a comprehensive text book published for Indian universities which elaboraly covers the major debates in developmental communication. The book contains a number of articles written by prominent scholars from various areas related with mass communication. As viewing development communication as a major discipline initiated in academia by American scholars like Daniel Leaer, Wilbur schramn, paul lazersonfield, H.D laswell, Everett Rogers and others. the authors clearly understands the limitations of this theories in the context of the developing countries so they also bring into the critical perspectives advanced by authors like Andre Gunter Frank and Raul Prebisch who proposed the idea of dependency theory. The book stresses the importance gained by these alternative and indigenous models over western perspective of development and communication.

Apart from books a number of scholarly articles have also studied the relation between the media and development communication. The article Media and Development Communication: A Perspective written by Malik Zahra Khalid, analyses
in detail the relation between media and development. It begins with considering certain prerequisites for development like a stable political and administrative system, well grounded cultural system, planning and people’s participation. It charts the essential components of human development paradigm as productivity, equity and sustainability. Defining development communication in terms of the messages that are intended to transform the people’s behavior to improve the quality of life. The article stresses the need to create a favorable climate for development as one of the major objectives of development communication. The article also considers the approaches to various forms of development communication. It not only discusses the canonical work of Daniel Learner ‘the passing of a traditional society (1958)’ and Wilbur Schramm’s book ‘Mass media and National development’, but also go into details to the works of Indian authors like Laxman Rao and Srinivas Melkote. Various theories like diffusion studies, communicating for sustainable development and communication participation forms a central aspect in this article. In conclusion the article stresses for multi directional flow of communication, from Top down to bottom of communication. The article also advocates for changes in the development communication in the light of the availability of new communication channels and changing content of audience.

Payel Sen Choudhury’s article Media in development communication makes some interesting inquiry into the use of technology in development communication. Quoting Daniel Learner, Choudhury stresses the importance of facility in the communication process. According to him television as a mass medium has a huge potential in disseminating messages to the common people. He says that potential of television should be used in a planned manner so that it can motivate people in to the process of development. He underscores the need for bringing in contemporary issues while formulating the contents that help to attract people of different ages and various sections of the society. For a successful communication for development proper feedback from the people should be taken into consideration. It is only through proper feedback that we can assess that whether or not the community is meeting their purposes. That means the communication should never be one way traffic and the possibilities of modern communication technologies would be a great use not only to meet demand of disseminating multiple messages but also to receive proper
feedbacks. An interesting aspect of this article is that it takes a look at the historical evolution of development communication in the Indian context. He notes that post colonial media’s experiment on development communication begins with the projects initiated by union government in 1950s like the radio rural broadcasts. He sees newspaper as a major medium of development communication as it is quite powerful to move through the heart of people. The press also plays a major role in correcting the imbalances in the government projects through a critical evaluation of them. Looking at the radio as a means of communication, he points towards the role of community radio as an important form in rural communication. Community radio was significant in the sense that it enabled the process of community participation.

There are various interesting studies appear in recent times connecting development communication and feminism. These studies approach the process of development communication differently than the conventional approaches of positivistic and Marxian perspective. They are important in the sense that they articulate well the embodiment of female experience, gendered sociology and critique of patriarchal social practices. An interesting study regards this feminism in the post development age written by Luz Estella Porras and H. Leslie steeves. When various studies concentrate on material aspects of development in which the role of modernization and political economy plays a central part, the feminist approach critically evaluate these perspectives by considering general and class relations of power. In their approach the authors add two additional perspectives by bringing in the discussion of non material dimensions of language and meaning and also the layers of embodiment. The authors argue for holistic approach which include non material dimensions of development as well as what they call a foundational awareness of women’s embodied experience. According to them the development is a gendered process and the way in which men and women engage experience its impact in different ways. Women in their local contacts and social groups deal in diverse and complex ways with poverty and gender inequality. They argue that under post development feminism. This article is an examination of scholarship of development communication and its various trends like modernization, political economy, spirituality as liberation, post development and embodied experience. Critiquing the modernization process these various trends suggest different ways of thinking and assessing the effect of development and social change.
2.3 Rural Development

One of the major drawbacks of modern societies is the growing disparity between the city and the village, which is mostly visible in the developing societies. It is widely acknowledged that the indicators of development like employment, health, education, accessibility to resources and technology are mostly deprived to the population who are living in rural areas comparing to those who live in the cities. The people living in urban area are privileged to access the indices of development while the rural masses are forced to live in a condition of negligence and sometimes abject poverty. This is acknowledged as a major developmental disparity, both by the political administrative and academic scholars. The studies on the aspect of development tend to underline the fact that only by improving the condition of the rural masses; a society can attain the development in its completeness. It is with this perspective that the studies predominantly given importance to the development of the people living in rural areas which has paved way to the emergence of a new discipline called Rural Development. And in a society like India where a large majority lives in rural areas the developmental agendas can be achieved only through stressing the relation between rural development and communication media. Interestingly the development of Indian public service broadcasting in the post independent era was very much related with the development of the rural masses. The early experimentations on television technology is a clear example of this and it was carried out mostly in the broadcasting for the rural masses. A number of studies are there which analyses the relation between rural development and communication media and in this session we will have a look at it.

The book *Rural development in India (Retrospect and prospects)* edited by Komol Singha, is an exhaustive collection of articles on past lessons and new approaches to rural development, population, migration and sectoral development and also on infrastructure, education and participation. The book considers a development as an essentially dynamic process that transfers the economy and society from a backward state to a advanced one. Several factors contribute for this change like the
growth in productivity and income, structural change in the economy and society, institutional changes and changes in attitudes and values of people. However, if the change is not resulted in the quality of life of people like better nutrition, health standard, educational opportunities, elimination of deprivation, we can’t say that there occurred an effective development change. The rural development has a central role in the overall economic development especially in the context of India. In the case of India the large majority of population is living in rural areas in which the living conditions are quite low and poverty is relatively higher. This distribution of poverty and hunger in rural areas are not from unemployment or low intensity of employment. An interesting reason that is noticed in many researches is that the general deficiency of facilities like roads, communication, power, education, health care and even sanitation and drinking water contribute to the low quality of life in rural areas. Equally there is a issue of distribution of wealth in both rural and urban areas. Most of the industrial commercial, financial and administrative sectors are in urban areas which create a disproportion of wealth and opportunities. The concentration of wealth in urban areas causes the migration of rural population to urban centers, seeking better opportunities. It is such a stagnation and negligence faced by rural areas that prompts the necessity for giving importance to rural development.

In Communication and Rural development by J. B. Ambekar, the author claims this book belongs to anthology and sociology of communication which is an interdisciplinary and applied science of study. In this book the author outlines the importance of paying attention to the socio-cultural value, while studying communication instead of adopting a positivistic approach. As he notes many studies follow models ad theories which emphasis the studying of the dissemination of messages from source to receiver, which according to him neglect economic social, cultural and structural factors. This study is an attempt to understand the existing networks of communication of a village in a Karnataka. It was a part of Satellite Instructional Television Experiment (SITE), a major technological experiment conducted on human communication. Under this scheme the ISRO took the responsibility of installing technical networks in rural areas like television sets and antennas. Various programs like recreational, instructional and educational programs
related with agriculture, animal husbandry, health, hygiene, family welfare and other themes were telecast. The author’s work is a part of the assessment of the impact of SITE on rural life. This book concentrates more on the network of communication in rural cities and their role in rural development. It specifically analyses the role of agricultural growth and development in the overall development of the country and the role communication would play in making changes in rural development. The author systematically analyses his object of study by considering various theories and methods in communication research, traditional forms of communication, and modern channels of communication and the concept of developmental communication. He sums up the study by understanding the interplay of social, economic, technological and ecological factors in contributing to the rural development. Dr. Ambekar’s approach is interdisciplinary and integrative and he takes into account the interaction of technological, economic, socio-cultural and ecological factors. He tries to understand the rural development in terms of the dissemination of ideas and technology within the rural framework.

K.D Gaur in his work “Dynamics of Rural Development” has compiled 17 articles that deal with various issues on rural development. The book begins with the fact that the strategy of rural development have been changing over the years. The development of rural economy was given a major thrust in our prime goals of developmental planning. As the editor indicates this has created some improvement in the economic activity of India and also resulted in the racing of levels of income. Still the structural problem of rural economy could not be solved to the desired extent. This is the context which demands a change of strategy in rural development in recent years. In India the rural development was initiated as a part of a community development programme and was launched in 1952. Many studies point to the fact that this initiative has failed as it followed a sectoral approach. Its thrust mainly on agricultural sector limited scope and it was become almost a unidirectional program. Later various rural developmental programs initiated like panchayati raj, applied nutrition program, extension education and training skills, small farmer development agency and agricultural labor scheme. It was also noticed that most of these programs are failed to deliver the rewards to the poor for whom they were intended. Instead of
benefiting to the poor most of these programs helped village middle men or richest sections to reap the benefits. Some of the questions that this book raises are related with the integrated rural developmental program, introduced during the 6th five year plan: what share of IRDP assistance goes to the poor? What type of the assets are they provided with? Do the beneficiaries get sufficient incomes? According to the author the integration and the coordination is the aspect which is extremely important in all stages.

The article written by Stephen Ocheni and Basil C. Nwankwo, “Analysis and Critical Review of Rural Development Efforts in Nigeria 1960-2010” is important in the sense that it attempts to give conceptual clarification of rural development. Considering various definitions of the word rural, the authors bring into focus various criteria to form the category of rural. They include the level of infrastructural development like road networks, schools, water, power, hospitals and other communication facilities. Mostly the rural areas lack in many of these infrastructures. Occupational differentiation is another criterion in which the rural is defined as an area where people live by engaging in agriculture production. Housing in rural areas is generally considered below standard. There is a lack of community development in most of the rural areas and it is an impediment in undertaking developmental activities. In short, abject poverty is a general defining feature of rurality. The article stresses the point that the level of national development can not be considered as achieved its goals till the rural areas attain their priority.

The relation between rural development and poverty elevation in india is a major theme in the article written by K. Kamala and Kadari Srinivas named “Rural Development: A strategy for poverty alleviation in India”. Acknowledging that the rural development can be meaningful only through participation of clienteles of development. The article wants to place people’s participation in the centre of rural development. The authors identify the basic objectives of rural development programs as the alleviation of poverty and unemployment. The government policies are playing a major role in this regard by laying down various programs and provisions. The
introduction of various programs like Bharat Nirman, the National Rural Employment Guarantee Act (NREGA) and the establishment of institutions like department of rural development, department of land resources and department of drinking water supply. The government wanted to improve the living condition of the rural sector. The rural economy is an integral part of the Indian economy and majority of the poor are residing in rural areas. Therefore it is important that the improvement in the quality of life in the rural areas by ensuring them instruments of employment, drinking water, electricity, roads, housing, education and health facilities. The government should effectively improve the quality of life. The article also analysis various strategies and programs of rural development like integrated rural development program, wage employment programs, rural housing programs, social security programs, land reforms etc. finally, the article comes up with a number of suggestions like technology dissemination in uneven areas, propagation of technology and skills for rural development, utilizing various institutions and individuals like panchayats, NGOs, industries, personnel and researchers aiming at overall change.

In Citizen Participation in Rural Development book by M. Seetharam, there is an interesting discussing on citizen’s awareness as a result of process through which messages are transferred from various sources to another. According to the author the generation of awareness is achieved through imparting information that may people aware of their condition. In that sense it must be something that placed on the perception of people’s need and something that reflect on their living conditions. This insight is crucial when we connect the issues of the rural development. One of the basic requirements of the rural development is that the villagers with a low literacy right and income have to be informed about various skills and generate a motivation to accept them. Various channels are employed in this regard. The role of mass media in generating this awareness is important and places a major role in rural development programs. Mass media can significantly influence the promotion of people’s participation in developmental activities. One cannot depend just interpersonal communication in achieving the people’s participation and that is why the role of mass media becomes crucial. The book touches upon the fact that radio is an important media in rural areas and the All India Radio has identifies various rural
programs to build awareness among the rural masses. According to the author both the content and style of the programs is important in imparting the message to the rural masses. The author notes the fact that the radio rural forums launched by AIR where intended to stimulate the people’s participation and also in getting various feedbacks.

Mass media and Rural Development by Arbind K. Sinha in his book raised some pertinent questions regarding the limitations of communication, which can only provide information input in the development of masses. Rather the agents of development assume higher responsibility, and in the absence of which the communication input may lead to distrust and dissatisfaction towards the message as well as the media. He suggested that if these two factors of development are supplementary to each other and go hand in hand, the pace of development will be hastened.

The edited volume Problems and Prospects of Development Cooperation Volutearyism Communication Social Tensions and Weaker Sections in Rural India by S N Pawar and R B Patil contains a number of scholarly articles on the various topics related with rural development in India like agriculture, decentralization, empowerment and participatory planning. There is a section for communication and rural development which include 3 articles that considers the relation between mass media and rural development in the Indian context. In this article Vighnesh N. Bhat notes that in a country like India radio and television play a major role in national development. Unlike the traditional media the electronic communication systems disseminates information affecting social change and development. They are acting as a catalyst of change in terms of motivation to achieve the goals. He critically evaluates the educational programs of AIR and Doordarshan have suffered from poor programming, poorer content and still poorer presentation. To overcome these limitations there should be a relook in a way in which this mass media should be employed in rural development schemes. In another article written by Jayawant
Ambedkar, the need for an integrated perspective on rural development is called for and Nicky Cardozo in his article Communication and Rural Development

2.4 Media Technology and Development

The role of technology in spreading the messages to the masses is widely acknowledged by the theorists of communication as well as development. The early communication theorists have appreciated the role of the new technological medium like radio and television which can have a tremendous influence on the mindset of the people. Marshall McLuhan’s famous statement that “medium is the message” itself is a clear acknowledgment of the power of the media in deciding its capacity to influence the masses. During the war years, many western countries have utilized the power of media, whether it is radio or television in significantly influence the public support. Noam Chomsky concept of the ‘Manufacturing Consent’ underscores the point that the manipulative use of media can be decisive in creating the support for the ruling classes. The early development theorists were also following this linear concept of manipulating the public opinion in utilizing the media power for developmental goals. However, various new perspectives acknowledge the importance of the audience in creating a conducive atmosphere for development. Many scholarly works have been appeared in academia in relation to the interesting relation between media technology and developmental perspectives. In this section, a number of such scholarly works will be considered to understand the symbiotic relation between technology and developmental goals.

V.S Gupta in his book Communication technology Media Policy and National development this book, though focuses on the subjects of communication technology and media policy deals with their relation between media strategy and rural development. It highlights the localness of approach and dissemination of culturally appropriate and user friendly technology. As a link between policy makers, bureaucracy and farmers, rural press plays and effective and potential role. It is also a second line of conversion of scientific knowledge for practical utilization. It also
covers rural broadcasting programs of All India Radio which played a crucial role in dissemination agricultural technology and information to the farmers. As the author indicates several research studies to evaluate the effectiveness of krishi darshan program have concluded that TV is primarily considered as a source of entertainment. The author stresses the need of urgent revamp of the entire set up of such programs by Doordarshan intended for rural masses.

Television technology and culture form written by British Cultural theorist Raymond Williams is an influential study in the emergent fields of media and communication. William’s in his work rejects the technological determinism and argues that technologies have an autonomous life. In otherwise is rejecting the view that television is essentially a technologically medium. According to him the history of a technology is also the history of its distribution and the institution which uses it. The intervention of human beings is essential to that. He sees television as a distinct cultural product and that distinction is defined by its closeness to the everyday life. William’s analysis is widely used by those who approached television as a major entertainment form and that something which defines the cultural aspect of human life. One central theme that William develops in his analysis is unlike other communication technologies radio and television was systems primarily devised for transmission and deception as abstract processes. Though Williams’s analysis is mainly concentrated in the British context and the early development of Britain as an industrial society, it has valuable insights in understanding the medium on a global scale. Williams says how the public service through television affectively understood the dominant version of British national cultural and catered according to the values of an existing public. An interesting aspect of Williams study is that how the capitalist enterprise in broadcasting masquerades as frees and independent. Even their nature of autonomy from state control is projected as a positive value. William also makes some interesting inquiry into the relation between state and public interest. He was unwilling to uncritically accept the equation of state and public interest in the relation between BBC and the British state. For any research scholar studying television as a major technological medium of the modern age Williams work is a valuable tool of analysis.
**R W Burns** book television an international history of the formative years is a detailed introduction to the history and technological development of television. From the development of low definition television of 1920s to the era of high definition television in the 1930s and after, Burns portrays an elegant picture of the growth of the medium.

**Television in India edited by Nalin Mehta** is an interesting anthology of articles on the history and development of television in India. A number of articles written by important scholars like Robin Jeffery, Poria Majumdar, sharmishtha GUptu, Nalin Mehta and Maxine loynd study in the various socio political aspects of television in Indian context. Robin Jeffery in his article analysis the Indian broadcasting policy form 1920s to 1990s. According to him various factors contributed for the failure of Indian governments to utilize radio and television effectively for socio economic developments. He sums up these factors as the colonial legacy, Puritanism of the Gandhian national movement and a fear of social conflicts. As Nalin Mehta in her introduction notices there were contradictions within the state television networks like doordarshan and the new satellite television which came as a part of the globalization. She points to the fact that how the news broadcasters have to shift to the subaltern from the western models of programming. This was the form of indianisation in the television which has to consider the cultural sensitivities.

Purnima Mankekar study “Screening Culture Viewing Politics an ethnography of television womanhood” is an exemplary analysis on the women oriented narratives that proliferated in Indian television. According to her such a proliferation occurred on doordarshan within a political context marked by Indian states control over television production. She argues that there was a deliberate attempt to create a pan Indian culture based on the ideological formation of the dominant communities and identity. One of the contentions of doordarshan in preferring and telecasting women oriented programs was the fact that women constituted a large part of Indian middle class audience. So the programmers in doordarshan made a point that the programs broadcast should be something that resonates with women’s experiences. There was
also a connection with state’s policy. The officials and the policy makers where aware that women’s issues were intrinsic part of national building. In the 1980s during the regime of Rajiv Gandhi, when the state launched comprehensive strategies for a technological modernization the uplift of women was also given a crucial part in the agenda of the state. As Mankekar points out during the late 1980s and early 1990s several committees were set up and reports were written to focus women issues. This was a clear indicator that women consider as a major political constituency and the state should appropriate such political space. During this period through a combination of rhetoric and an adaption of grassroots level readership the women issues were accommodated within the national agenda. Even though Mankekar analysis concentrates centrally on the entertainment programs broadcast in doordarshan like Hum Log and Rajni, her insights were useful in understanding the way in which doordarshan and other state media centered the role of women in their broadcasting policy.

**Educational television in India by N.Usma Rani** focuses on the role played by Indian television as a medium of instruction, education and empowering the people. Her analysis the rise of television in India satellite television experiments programs like EDUSAT and GRAMSAT and technical education in the new millennium. When Jawahar lal Nehru was persuaded by new scientific community to accept television what they were intending and development was the twin purpose of education and development. The general vision was that it could be used as a tool to eradicate poverty and illiteracy. So the earlier period in Indian television was mainly moving around using it as a tool for education and empowerment. One of the earlier programs to come on Indian television during its early days was a program based on school curriculum. The projects like Delhi school TV project to study the role of television in education on an experimental basis where launched with the help of the ford foundation. By mid 1970s important cities in India like Bombay, Calcutta, madras, lucknow, Srinagar and Amristar covered with television broadcasting. In this book Rani goes into details of the projects like satellite Instructional television experiment. The experiment was crucial in bringing instantaneous information to the rural masses. It was a properly planned experiment.
with multi disciplinary nature. It provided opportunities for experts from various fields like agriculture, health, education and communication to interact with one another. It also emphasis ideas like national integration and using education to the needs of the country. There were also other aspects like controlling the population, modernizing agriculture and creating a scientific temperament.

Educational Television In India: Present scenario and Future Prospects, written by Shahid Rasool is an important work that tries to understand the growth of educational television in its historical perspective in India. Rasool also analysis the growth of educational television in India in the context of the various experimentations happened in 1950s and in early 1960s. One distinct aspect of Rasool’s study is that it not confines its study on the limited area of school education. He also goes into the details of the utilization of television in higher education in India. He raises some interesting questions on the nature of research in television and education. Terming television research into two categories as a writing research and non-writing research, Rasool says that the former is a quantitative technique and the later one is the scientific and qualitative method. According to him the non writing research is mostly conducted by media scholars to understand the affects of television and measure the impact of technology. Going into various theoretical aspects of the educational television research he underscores the fact that the influence of television is affecting not only the students but the general public at large.

Role of Indian Television in National Development: A critique by Sathyaprasad Prakash. The paper begins with an evaluation of the evolution the Indian television. It covers the early period of Doordarshan when it was not facing any competition from any private channels and other phase beginning from the early 1990s when the satellite television by foreign companies like CNN and STAR were introduced. This was also a period of cultural change in which the foreign television channels had to be sensitive to the cultural specificities of the nation. One can see a steady growth of TV households in India by the statistics given by the author. He also analyses the relation between television programs and the developmental changes. These points to the fact
that entertainment and education media strategies can be conversed in a popular media like television and can be effectively used for social changes. The paper also critically touches upon the disconnect between mass media and mass reality. Quoting Chomsky and Harman, the author says that it is the elite ideology that controls the mass media so instead of serving to the interest of the large majority, the media turns up just serving the elite interest.

### 2.5 Health communication

Though over the last century there has been a vast improvement in public health, we still have a long way to go in terms of making the society and communities healthier. It is assumed that by improving communication between health specialists or researchers and the public, many of these problems can be resolved. The relation between public health and the role of media in creating a healthy society is quite crucial in the context of countries like India where the issues related with health are a major concern. Even after the long years of independence and post colonial nation building, the threats like epidemics, seasonal diseases are still a major concern for a society like India. There are various impediments in creating a wider network of public health system and therefore the state had to resort to preventive measures in controlling the threats to the public health. And the role of media in creating the public awareness is quite important and various scholarly studies acknowledge the communicative aspect in creating a healthy society. Some of such works will be evaluated in this section to know the emerging trends that study the relation between media and health communication, not only in the global context but in the specific context of India also.

**Global Public Health Communication, challenges, perspectives and strategies by**. In this book edited Muhiuddin Haider is an interesting collection of theoretical and practical perspectives from various researchers, educators and practitioners. As Haider and Evert Rogers points out into the introduction of their book the main focus of the text is an interaction between health communication,
behavior and health care practices. Generally it is considered that disease is a product of various demographic and socio economic political factors. But according to the health communication practitioner’s strategies in changing the behavior also plays a crucial role in defining the concept of public health. In the sense, there is correlation between the disease and the behavioral practices which can be influenced through communication. The editors quote the interesting case of anti smoking campaigns which portray tobacco as a risk factor for cancer and cardiovascular diseases. This help to alleviate the disease up to a greater extent. One may also remember the recent increase in the campaigns against disease like diabetics, in which the communication strategies plays a major role. In short, communications have a greater impact on health behavior which in turn affects the burden of disease. The book is divided into five categories which include theoretical perspectives in public health communication, methodological perspectives, evidence based perspectives, Public Health Communication (PHC) a practical guidance and notes from the field. The authors stress the fact that the communication is an important component that addresses the use of message design and dissemination. They also argue that to form a sound framework on health campaigns, the role of theory in health communication is crucial. The book takes into consideration some serious issues like the need of social mobilization as a tool for outreach programs in the HIV AIDS crisis. The study named ‘the case of “Fronts of the Pill: Expanding the market for low dose oral contraceptives in India” by Rita Levell and Anand Vardhan Sinha is quite relevant in the Indian context.

In the The Handbook of Global Health Communication by Rafael Obregon and Silvio Waisbord. As the editors introduce their work in the study of health communication there is a convergence of development communication and health communication. The early paradigm of development communication was mainly rooted in modernization theory which found development problems in the persistence of tradition and cultural obstacles. So modernization was advocated as a panacea for developmental crisis. So in short the overcoming of under development was necessitated by the change in the cultural attitude. Naturally, many communication theories that came out in parallel with modernization also argued for
changes in cultural attitude. As a result it was argued that the mass media put play an instrumental role in making cultural changes in under developed countries. In the sense, the modern media where viewed as agents of a positive change which could impart modern knowledge and attitudes. This view is generally known as information/persuasion view of communication. But was later critiqued by various scholars. As scholars like Everett Rogers stresses the awareness and knowledge of innovations are crucial in making changes. While in the modernization theories the health issues where conceived as developmental problems the remedies where advocated through the transmission of information and persuasion. On the other hand the field of health communication was inter disciplinary by nature and was formulated by exchanging various other disciplines like education, promotion and information.

**Designing Health messages: Approaches from Communication Theory and Public Health Practice edited by Edward Maibach** covers a number of articles that study the relation between theory and practice in public health communication. The book underlines the theory in designing the communication to convey the health messages to a public audience. It critically observes that not every health in information is intended to improve the condition of health of the public. Sometimes news and entertainment programs about health can be created without any concerns about the citizen’s health. As the editor observes in many cases the messages are produced in a haphazard fashion that they create little impact in the condition in the health of the people. This book is intended to various sections of audiences in mind primarily it addresses to the people to whom a particular health message is designed. It also addresses the issue that health message designer ought to consider when they design the activities in health communication. It address the issues related with various theories in health communication like linguistic theories, theories related with psychology, behavioral decision making, social cognitive theory and others.

**Emerging Perspectives in Health Communication: Meaning, Culture, Power edited by Heather M. Zoller & Mohan J. Dutta.** The book begins with the understanding that the perspective of Health communication have been changing in
the recent years and there is a shift from positivistic approach of the early studies to the critical and cultural issues and related scholarship. The book intends to highlights the newly emerging scholarship. It offers a launching pad for the students who deal with disciplines like sociology, psychology and anthropology. It covers a number of articles that approach the health communication process in terms of the interpretive, critical and cultural frameworks. Many articles in this book employ the issue of social change and mainly follow a method of qualitative approach. Dutta and Zoller raise the fundamental question of the meaning of the study of health communication. According to them scholarship on health communication can be categorized into two broad categories that is the process based perspective and the message based perspective. If the process based perspective is exploring the ways in which meanings of health communication are constituted and interpretive, the message based perspective is concerned with the creation of effective message about the health. As the editors point out one of the fundamental features of health communication is its interdisciplinary nature. So the scholars have to engage with various others discipline like medical anthropology, medical sociology, economics and nursing practices. As a field is a dynamic one it calls for constant movement in theories and methodologies. The change that is happening in technology and globalization are two profound areas that influence the understanding of health in various ways. The book gives much importance to the role of the audience in giving in meaning to the health messages and tries to distant away from the old linear approach of communication as just a manipulation of the popular mindset. In that sense it is far away from the old paternalistic attitudes and wants to understand health related knowledge in the complexity of experience.

**Conclusion**

In this section we have been surveying the major works that have been appeared in the various fields related with media and communication. We have covered the first public service broadcasting, then development communication, television and media, rural development and finally the health communication. All
these works are rigorously approaching the various aspects of communication and its relation with issues like development, technology, Public service broadcasting, rural development and health. Some of these works are that develop perspective on these issues theoretically and analytically in various ways and many of these works approach these issues on a global scale and considers a social perspective that is quite different from Indian context, however, I have also approached certain important studies that covers the issues related with development, communication and health in the Indian context. My work, however, concentrates on a study of the impact of television as a modern communication medium on the life of the people with health as its prominent indicator. During the review of literature that I have carried out in this section I have come to notice the crucial fact that there is a dearth of studies related to the relation with communication and health in the Indian context. Not to speak about a specific media like Doordarshan which is a Public service broadcasting and the impact of a specific program call Kalyani broadcast by Doordarshan on the masses who are the spectators of Doordarshan program. Even after careful survey I could not find any work on the relation between doordarshan as a PSB and its contribution to the health communication. So, I would like to say that my work on Doordarshan as a PSB and its contribution in development communication is a pioneering study on the field. In that sense, this study assumes significance in the field of research on the relation between public service broadcasting and the health communication.