CHAPTER 3

Theoretical perspectives of Development and Development Communication

DEVELOPMENT in general means a concerted effort by political leadership, decision makers, economic planners, community organizations, citizens initiative to improve the living conditions and economic foundation of a specific community living in a specific area. There are various elements that determine the development of the society. It can be ascertained on the basis of the major production system, fundamental infrastructure facilities, social distribution of wealth, and parameters of health, literacy, gender relations and cultural improvement. As Kiran Prasad sums up development signifies “A broad based, progressive movement, synonymous with growth, modernization, industrialization, self reliance, social change culminating in national development”. (Prasad:2009)

Everett M. Rogers defines development as a widely participatory process of social change intended to bring advancement for the majority through gaining control over the environment. Gunner Myrdal sees development as the upward movement of the entire social system.

Two important terminologies in relation with development are modernization and industrialization. The early development paradigms were mostly concentrated on ascertaining development in terms of growth and the extent to which a society is modernized. Development theories have gone through different phases from 1945 onwards marking a change in the international scenario where colonialism started retreating and new sovereign nation’s states began emerging. For many of these post colonial states it was a challenge to find an optimum mode of development to eradicate various economic problems of their nation. An important panacea offered to
such newly emerging nations where advocating economic growth through modernization and industrialization.

3.1 CONCEPT OF DEVELOPMENT COMMUNICATION

According to kiran Prasad the development communication contains mainly four aspects that represent two different viewpoints. She terms these different viewpoints as 1. “state leadership” and 2. “citizen leadership” and quoting professor Hideo Takeichi she also explains the dichotomy between “material development” and “spiritual development”. There are many different types of names given to the concept of development communication. They include development communication, developmental communication, development support communication, communication in development and communication for development. The main ideas for communication for development were evolved from experiences and incites given by the studies and action research for agricultural planning and family planning.(Prasad:4)

The development communication as an academic discipline and major theoretical framework was developed in the 1950s by major communication theorists like Wilbur schramm and Daniel learner. They consolidated various studies conducted by different scholars in various developing countries and gave a conceptual framework to it. According to Daniel Learner there is a correlation between the expansion of economic activity and a set of modernizing variables like urbanization, literacy, mass media use and democratic participation.(Learner:1958). According to Learner the emergence of the mobile personality through the spread of literacy will create an empathy to modernizing influences within the third world societies and will create a climate of acceptance of change. Wilbur schramm also retreating that modernization of industrial and agricultural sectors in the developing nations require a mobilization of human resources. This mobilization is possible through education and the spread of mass media and to speed up this mobilization in a society which is slow
in the process of social transformation, the mass media plays a crucial task by disseminating education and information in a speedy manner. (Schramm, 1964:27)

According to Thomas McPhail “development communication is a process of intervening in a systematic strategic manner with the media (print, radio, telephone, television, video or internet), or education (training, literacy, schooling), for the purpose of positive social change. The change could be economic, personal, as in spiritual, social, cultural and political”.

3.2 MODERNIZATION THEORY

Modernization paradigm is a dominant paradigm that was existing in the western neo-classical economic theory. According to the modernization theory the major solution for the economic problems face by the newly emerging post colonial nations, popularly known as ‘under development’ was the transfer of technology which was known as the industrialization to attain a higher level of development. This paradigm was formed in the sense that by imitating the west these under developed nations can attain a westernized mode of development. The concept of modernization is that every society linearly progress from a pre industrialized traditional society to a highly industrialized modern society.

Till the second half of the 1960s modernization theory of development communication was the most dominant theory in United States and even in other academia all over the world. It began with a perspective of critiquing the prevalent Marxist models of social change and from an imagination of how a new world order should be emerged. There was also an element of prescriptive solutions to the developmental problems faced by the newly independent post colonial nations. According to the promulgators of modernization theory the newly independent nations should adopt the prescriptions provided by the advocates of modernization.
According to Anthony Kigiddens, modernization means the appearance of modes of social life or organization that emerged in Europe from 17th century onwards and acquired a worldwide acceptance.

According to kiran Prasad, the modernization theory has been evolved through three different waves. In the first wave the diffusion of western living styles, technology and individual communication system acquired dominance. It was a perspective which would result in the creation of a secular, materialistic, western and individualistic culture (Leaner, 1958, Schramm, 1964).

According to Denis McQuail the first wave theory produced three variants-

1. Economic development: mass media promote the global diffusion of many technical and social innovations that are essential to modernization.
2. Literacy and cultural development: mass media can teach literacy and other essential skills and techniques. They encourage a state of mind” favorable to modernity.
3. National identity development: mass media could support national identities in new nations and support attention to democratic policies.

A major feature of modernization theory was its pro-western bias. The first wave of modernization theory was severely criticized by various other perspectives of development communication. A major criticism was by the advocates of dependency theory who said that western modernization is an attempt of dominance by western cultural and economic imperialism.

Many criticism against modernization was that it is a concept of discourse which can exert tremendous influence through symbols and representations. One major feature of modernization is that it has acquired the features of culture, ideology and discourse. According to anthropologist Edward Hard, the term culture has three
major characteristics including that it is shared by members of groups, it is learnt and not innate. In that sense culture is inseparable from communication, since the communication is itself a shared set of meaning. Modernization has also a dimension of ideology which is a theoretical concept of Marxist thought. Louis Althusser assumes that ideology and ideological state apparatuses plays an important role in shaping the human experiences. By discourse we mean that an exchange of utterances in a greater magnitude that plays a key role in the construction of meaning. According to post structuralist thinkers like Michel Foucault and Derrida any material structure will be devoid of meaning if they are not mediated through a particular discourse. In short, the concept of modernization, as analyzed by these thinkers have the dimensions of a cultural paradigm, an ideological force and a powerful discourse. Which means that it is not an innocent concept which is employed with good intentions to reform and restructure the backward societies in the various developing countries. It is with this perspective that the concept of modernization was severely criticized by various scholars and a major group that advanced this criticism was the proponents of dependency theory which played a crucial role during the second wave of modernization starting from 1970s.

3.3 DEPENDENCY THEORY

The modernization theory was widely conceived as the west’s attempt to impose its own ideas on development on the newly emerge economies of the post colonial world. The modernization paradigm faced an onslaught of criticism from various theoreticians from the third world countries. According to this theorist the under development faced by the emerging economies was not a result of pre capitalist backwardness but it was a result of the capitalist development imposed upon these countries which made them dependent on the neo colonial economies. These theories are generally known as under development theories and various scholars like Andre Gunder Frank, Samir Amin, Immanuel Wallerstein and H. Magdoff and Paul Baran. The theory of ‘under development’ was pioneered by Paul Baran in his work the political economy of growth published in 1957.
According to the dependency theorists, the underdevelopment faced by developing countries is not a condition. It is an active process of impoverishment resulted from the tools of development itself. They attribute the structural inequality on a global scale as the reasons for the differentiation in development all over the world. Which means that some parts of the world remain underdeveloped because some parts of the world are developed. In other words, it is the economic growth attained by some countries that is the cause of poverty in various developing countries. The industrialization advocated by the modernist paradigm as a solution to the problems of the developing countries was in fact merely accelerating the poverty of the underdeveloped countries.

The dependency of the third world countries to the mastering colonial nations was a result of the search for profits by various colonial powers all over the world. In various countries in the continents of Asia, Africa, and South America, the people experienced colonial exploitation for the last 500 years, and this exploitation led to the long-standing underdevelopment of these various areas of the world. Dependency theorists argue that the poverty experience by these countries are not traditional or an accidental phenomenal. They are in fact a result of the power relations derived from colonial exploitation and various modes of modernization, and even the new forms of global exploitation termed by these theorists as ‘Neo colonialism’.

As A.G. Frank evaluated critically, it is the international capitalist system that paved a way for the dependency of the third world to the developed countries. In that sense, the solutions should be incurred into the folds of a broader international scenario and the structures of exploitation. Immanuel Wallerstein, who was the pioneer of the system theory, says that a more holistic approach is needed in composing national and international dynamics and understanding it in the context of the world system. According to the world system theory, the global economy should be viewed in the long term perspective and should be seen in a constant state of flux. According to him, the origin of the modern world system begins in the 16th century. This world system is divided into a core of a few rich countries and a periphery inhabited
by various poor countries and there is also a semi periphery including major countries such as Egypt, Mexico, India and others with higher levels of resources.

A major drawback of the world system theory is that it was narrowly focused on economic aspects without paying much attention to socio cultural dimensions. Communication theorists like Paulo Mefalopulos have criticized world system theory and an even dependency theory for not giving enough focus on the role of media and information flow.

3.3 (a) DEPENDENCY THEORY AND COMMUNICATION

During 1970s and 1980s various developing countries came together and advanced an international agenda demanding for a new international economic order and restructuring of power relations. A major aspect of this demand was a change in the way in which communication and information flew over the world. For example the non aligned movement formed by 77 developing countries was a key player in demanding a new international order in the flow of communication. They brought a debate to international organizations like UNESCO and successfully influenced it in bringing out path breaking reports like “Many Voices, One world” in 1980. The main focus of the report was on freedom of information and how the communication technologies should be used for a balanced flow of information. There was a widespread complaint against the uneven flow of media programs and information coming from developed countries like United states which was conceived as a form of cultural imperialism. The developing countries demanded regulations to address the uneven flow of information derived out of this context. In a sense this demands where reflecting the ideas of the propents of dependency theory who vigorously supported a rethinking on the global communication agenda and a restructuring on the flow of communication at the international level. However, there were criticism that these viewpoints never took into consideration the horizontal component of communication within the national level. In a sense, the dependency theorists also, as Mefalopulaos observed, where reflecting the classical media centric concept of communication.
which derived from a state perspective. So the questions raised by the dependency theorists reflects no more than the issues of communication flow that derived under the control of the state. So in short, one can assume that the main difference between the modernization theory of communication and the dependency theory of communication was nothing but a difference about who should control and send the message and for what purpose.

3.4 GLOBALIZATION THEORY

Globalization is a new economic paradigm derived out of various structural changes happening all over the world beginning from 1990s. After the disintegration of Soviet Union in 1989 it is widely accepted that the world has become unipolar and a global perspective has to be developed for the further development of the societies. A major program advanced by various global institutions like international monetary fund was the spreading of economic liberalization and a barrier free world in which free economic trade will take place. Globalization was a powerful source of change which made tremendous impact on the economic, social, political and cultural life of various nations. It enabled the world wide flow of capital things and communications. In a curious parallel to the changes imposed by globalization the new technological formations like internet and various other digital media technologies completely erased the barriers existing between various nation states. Globalization was a process and a culmination of the modernization but it has transformed the way in which corporations were formed in the international level. Even though there was wide spread criticism that globalization was a justification for neo imperialism, one could not refrain from agreeing the fact that globalization also enabled new forces to come into the fore. A major impact of globalization was on the communication system and media organization. This was especially true in the context of developing countries like India in which globalization made sweeping changes in the way in which media operates in India. After the opening up of Indian mediascape to the international communication network including global television and internet, there was a explosive growth in the media consumption in India. So the impact of globalization is
so enormous and in any study related with communication or media the globalization theory is a major object of study.

3.5 ALTERNATIVE DEVELOPMENT THEORY

The crisis of modernization as a viable model for global economic change and widespread criticism against such model called for various other models of development. There was a widespread agreement among the policy makers, activists and academia in the 1970s that just by imitating countries like US, the developing countries could not attain viable growth or fulfill their basic needs. And there was also an impending problem of environmental crisis on a global scale that demanded a relook at the western models of development. It is in this context that various alternative development models and concepts of ‘sustainable development’ become the objects of study for various scholars and politicians.

What is alternative development or sustainable development?

Wang and Dissanayake emphasized the need for the protection of nature and culture in any economic development. The alternative model of development or sustainable development include ‘growth with equity, a clean environment, provision of basic needs such as food, shelter, water, education, health care and livelihoods and a harmonious relationship between culture and change’ (Prasad, 74). A major concern for the fragility of environment and awareness of protecting various cultures is an important feature of alternative concepts of development. It is widely agreed that violent measures of industrialization will affect the nature and deteriorate the long term sustainability of the human race. Thinkers like Raymond Williams even went to the extent of criticizing the concept of production as it never accounts the contribution of nature. Interestingly, there was a widespread rethinking about various models of development like Gandhian model and also the Chinese model of development which gave more importance to the decentralization of power. The mottos like “Small is
Beautiful” advanced by the writers like E.F. Schumacher argued for a concern for our ecology and the need for a rethinking on large scale technological production.

3.6 PARTICIPATORY COMMUNICATION THEORY

The recent trends looking for a change in the already existing paradigms of development concentrates more on people’s participation and empowerment. In this perspective the people who are considered as a beneficiary of the development would be not just passive receipts but active agents of the development process. Various scholars have stressed the importance of the recipients of any developmental projects should also have the power to control the development processes. One cannot say that participatory development paradigm is a unified system or even a rigorous theory rather it is a system that want to rectify various models of development by stressing the aspect of empowerment. The advocates of this theory never project themselves as proponents of the grand theory like modernization or dependency theory.

As Paulo Mefalopulos points out the participation in development cannot be taken place without communication. In other words, the participatory development emphasis the importance of dialogic communication. Here the communication is characterized by a horizontal flow enabling ‘balanced sharing of perception of knowledge’ (Mefalopulos, 54). Here it is quite evident that the participatory communication is totally different from the modernization paradigm in which the communication flow is from top to down. Even the messages in a mass media are derived to come not from any authoritative source but from the people who are important in the process of development. As United Nations development program annual report of 1993 confirms participation requires not only an increased control but also demands an increased empowerment. In the participatory communication the importance of the flow of information on a horizontal level is stressed more than any other flow of communication. An important theoretical insight that inspired the idea of participatory communication is the Brazilian scholar Paulo Freire’s concept of process of awareness or ‘conscientization’ which enabled the poor about their own
conditions and reflect about action. In this kind of empowerment the role of dialogue and horizontal level of communication is quite relevant. Amartya Sen’s concept of capability deprivation is also relevant here in the sense that it understands poverty not simply as an issue of the lack of income but also as a social issue.

The concept of participatory communication is crucial in understanding and refining the process of processes and programs of health communication like Kalyani, which is the topic of this dissertation. The relation between participation, empowerment and communication is quite important in the participatory communication model in which the horizontal flow of communication and dialogue has a crucial role. In this process the exchange of knowledge as people as its source and their participation in the process of communication and their role in the empowering process are crucial factors in determining the direction of development. With this understanding we would come to the conclusion that it is not the technological aspect or the infrastructural system of media that is playing the crucial role in the communication but it is the people who are the centre of this model. So when we connect it with the systems of health communication like programs of Kalyani, it will be clear that the role of the people for whom this programs is addressed the sections who are its audience formed the central and crucial role in determining this model of development communication.

3.7 SOCIAL MARKETING THEORY

Social marketing is a new concept introduced in the second half of the 20th century to mark it effectively ideas that promote health behaviours and help disseminating the various health services. (Prasad, 80). The main content of social marketing is that it designs a number of programs that bear upon a selective audience for whom the reception of certain ideas have importance. In that sense, it is a strategy of disseminating a certain idea or a set of practices on a selected audience group through designing, implementing and controlling the message. Even though the communication of the message is the central pivot this theory, a number of strategies
used by marketing where employed in social marketing. For example, Concepts like market segmentation, consumer research, idea configuration, communication, facilitation, incentives, and exchange theories to maximize target group response etc play an important role in social marketing. This theory is very much relevant in the analysis of this thesis, in the sense that, it is the public health sector that utilizes the methods provided by this theory. As Kiran Prasad rightly pointed out the early campaigns in the 1950s related with public health in developing countries like family planning, oral dehydration and immunization campaigns effectively utilized social marketing. Recently, many developing countries used this strategy of social marketing in theory campaigns against tobacco usage, condom use, helmet use and similar other preventive behaviors. Even in a program like Kalyani which is targeted on a selected audience one can infer the methods and strategies of social marketing.

3.8 DEVELOPMENT SUPPORT COMMUNICATION

The fundamental difference between development communication and development support communication is the way in which the knowledge or information is disseminated among the masses. As Melkote and H Leslie Steeves points out the development support communication is premised on pluralistic and participatory approaches. *(Melkote and Steeves:348)* . This concept is opposed to the top down perspective transmission models of the past. In the development support communication the focal point is the empowerment of the people. As the authors indicate a real change in the development sector could not be achieved without addressing the inequalities in the distribution of power among individuals and groups. A table given by Melkote and Steeves clearly explains the differences between development communication and development support communication.

3.9 INDIAN THEORIES OF DEVELOPMENT

During the anti colonial movement different national leaders thought about the way in which India as an independent nation should be developed. There were
different concepts of economic model advocated by various industrialists like Dada Bhai Naroji, JRD Tata and others. However, what caught the attention of the popular masses was the imagination of national leaders like Mahatma Gandhi and Jwahar Lal Nehru. Consequently the Gandhian and Nehruvian concept of development dominated the debates on the future progress of India as an independent nation.

a) GANDHIAN MODEL OF DEVELOPMENT.

Gandhian model of development is generally known as sustainable development. Gandhi never thought that western industrialized model could bring a viable economic growth to India as a nation. He believed in a life based on non-violence and sustainable living in which one should use the resources of nature without exploiting it. Gandhi gave more importance to the sustainability of nature and clearly understood that there is a limit to world’s resources. His concept was an inclusive growth which was based on self reliance and non industrialized productive sectors which he termed as Gram Swaraj.” The way indicated by Gandhiji is not one which only the few great persons can follow. It is so simple that the humble citizens amongst us can adopt. It consists in leading our own individual lives according to the dictates of that which is highest in us. It, of course, means self-control, self-discipline instead of self-indulge as at present” (kumarappa : 1951)

IS THERE A GANDHAIN MODEL OF COMMUNICATION?

As a political leader Gandhi effectively used the insights of communication in mobilizing the Indian people against the British colonial rule. He derived symbols, images and metaphors from various cultural field of Indian society so that it could communicate with the common people and persons in a popular manner. For example, his adoption of Khadi charkha, salt is some of the indications of the insights Gandhi had about the popular perception. As Indira Rothermund points out Gandhi created a new style of communicating with masses and eventually inducted them into a political culture. Gandhi’s concept of development gave greater stress to self reliance of
village societies and an agartarian ethic. Especially in the realm of health, Gandhi used the insights given by self reliance and keeping a rhythm with nature. He gave much importance to the concepts like a clean environment, which was an integral part of keeping the public health of the society. Even though Gandhian model is stressing more on self reliance and view individual as the central aspect of its development perspectives, there is an element of participatory nature in the Gandhian program in the sense that it view the importance of community in building up the developmental ethics.

b) NEHRUVIAN MODEL

Even though the Gandhi was the father of Nation of India. It was the Nehruvian concept of development that dominated in the post independent period. In the early stages of development there was lot of debates about the path that has to be adopted by India to develop as an independent nation. The dominant perspectives were that of Jawahar Lal Nehru and Sardar Patel. However, after the death of Patel in 1950 it was the Nehruvian model that gained hegemony in the Indian socio-economic system. Though Nehru had a great respect for Gandhi as a leader of Nationalist movement. Unlike Gandhi, he was not against the western model of industrialization. Even though the Nehruvian model was generally conceived as a socialist planning model, the fact was that it was a mix of western modernization process, soviet economic planning and the age old indigenous systems of economic production. Instead of giving importance to self reliant village communities, Nehru gave stress on big projects like big dams and irrigation projects which he though as temples of modern India. It was only after the 1960s that the ruptures within the Nehruvian model was realized and finally agreed that it was far away resolving the economic issues of the country. (Dantwala: 1964)

Even though Nehru never envisaged any theory of communication or even though that communication is an important element in disseminating the idea of development, it was during his regime that some important practical experiments in
communication occurred in India. The mass media like radio was effectively used in the early days of post independent India to communicate the ideas of development, especially among the rural masses. And the new visual media of television experimented in India in the 1950s mainly concentrating on the rural audience in order to communicate the ideas that support agricultural growth. Even though it was in 1960s and 1970s that television in India explored various modes of development communication, one could confidently say that it was clearly a Nehruvian paradigm.

**IMPACT OF GLOBALIZATION IN DEVELOPMENT COMMUNICATION IN INDIA**

In the Indian context two dominant paradigms of development was Gandhian and Nehruvian models of development. But one can not say that these two paradigms had a direct influence on various modes of development communication in the Indian media sector. As the Gandhian ideals and his privileging of self reliance and Gram Swaraj marginalized already from the dominant development perspective. There was hardly any impact of Gandhi in the development communication. On the other hand, the Nehruvian model which was the dominant state model of development at least till the 1980s, it had some impact on Indian media and its ideas of development communication, not only in the state run media but also the private controlled media mostly the print media in India. However, in the early 1990s, when a new international economic order was introduced on a global scale, the decision of a Indian political leadership to open up the Indian economy to this new world order had resulted in wide spread change in the communication sector in India. These changes have subverted the balance existed in the media in India and their broader consensus with the Nehruvian planning of economy. As a result the media in india, at least influenced by new programs introduced by the foreign television channels had to privilege the middle class audience and their economic aspirations and even cultural values which was very formulated by the new changes in the economic order. Even though the state run media like Doordarshan and AIR have resisted this influence, one cannot miss the fact that the general atmospheric change in the media has diminished
the gravity of programs especially those designed as a part of the development communication was seriously affected. So in this dissertation, I will also be looking at how changes in the globalization have affected then programs like Kalyani which was mainly a public health campaign with a developmental perspective. Various scholars like *Poornima Mankekar* have seriously studied on the impact of globalization in the Indian television industry. Even though the Indian media was effectively domesticating the global technology by imbibing indigenous cultural values, it was more or less conforming to a global capitalist value system in which the human subject is understood mainly as a consumer in a market.

3.10 HEALTH COMMUNICATION THEORY

Health communication is influenced by a number of disciplines and theoretical perspectives. Renata Schiavo considers some important theories like behavioral and social science theories, mass communication theories; new media influence theories, marketing and social marketing and others. According to the encyclopedia of communication theory edited by Stephen little john and Karen A. Foss there are a number of theories of mass communication that have been used to understand health communication research. This includes cultivation theory which describes how audiences learn about the worlds and model their behavior from media portrayals; Uses and gratification theory, agenda setting theory, two step flow model and diffusion of innovations. And there are other theories like social cognitive theory, social learning theory and social marketing theory. However, here we are considering only those theories which are quite important in the sense that they are used by public health practitioners and media professionals.

- **THEORIES OF PERSUASION**

  **Persuasion theory** is an important communication theory used in persuasive health communication which envisages a change in the outlook of the audience to whom a particular health program is designed. It is in a sense making a change in the
behavior of the people to adopt a new behavior which they think that beneficial in terms of health. For example, Motivating people to include eating more vegetables and fruits, doing more exercise, practicing safe sex with partner etc are a way of persuading people to safer health practices. In this theory what is important is not just information, here the program designed will create a positive change among the audience so that they will start thinking personally that it is possible to change in that way and it will be supported by the community and it will be something that positively change the foundation of their health.

- **SOCIAL MARKETING AND HEALTH**

  We have already mentioned about social marketing as a major theory used in communication. Even though social marketing was taken from the broader idea of marketing but as a theory it is mostly in health communication. This is a way of using marketing principles in communicating social issues and products. An interesting feature of this theory is that how it uses the ideas of four Ps like price, placement, product and promotion in communication to disseminate ideas among a particular consumer segment. In this theory the ideas of public health or a specific health campaign is communicated to a specific audience like a particular product is positioned in a particular market.

- **SOCIAL COGNITIVE THEORY**

  According to clodia parvanta social cognitive theory hypothesis that individual behavior is the result of constant interaction between the external environment and the internal psycho social characteristic and perception. According to this theory the behavior is formed in the context of the dynamic interaction of the person behavior and the environment in which the behavior is performed. There is a pregiven notion of the person having a particular knowledge or skill to perform a given behavior and is also expected that a particular outcome will come out of that behavior. There is also a question of self efficacy and observational learning in this
theoretical framework. For example, a particular person who is following a particular program designed by a communicative media is formed by the behavioral changes that are derived from the social cognition of that particular program. The person’s behavior and the willingness to respond to that kind of program will be molded much by such a context.

3.11 DIFFUSION OF INNOVATION

Unlike the theories which were focusing on individual behavior the diffusion of innovation theory is something that deals with the group behavior. This group can be an organization, a community or a specific section of an audience. According to this theory, new ideas or innovations are disseminated among the people through various channels. Health communication, the focus is on specific aspects of innovations like advantage, compatibility, complexity and observability. There are changes in the way in which a particular audience adopts a particular innovation. When some audience easily adopts a new innovation there are other audiences who will take time to adopt in their lives. The early adopters of the innovations function as a trendsetters who can influence the pattern of adaptability of innovations in slow audience.

CONCLUSION

In this chapter we have covered some important theories that deal with the issues of the development, development communication and health communication. Some of these theories like social marketing theory, participatory communication theory and social cognitive theory have its impact on the study undertaken by me in this dissertation. For example, the social cognitive theory which deal specifically with a group has special relevance in understanding kalyani health campaign because the kalyani Clubs, the minute organizations are crucial in disseminating the health ideas through these programs. The other theories covered in this section though may not directly link with the issue of health communication are still relevant in understanding
the logic of development communication and the concepts of development that’s predominant in India as well as a globalised world. So the understanding of the theories also has its relevance in formulating general insights into the issues of communication which is undertaken in this project.