

to → development communication studies. Development discourse studies tend to view dominant models of development as a highly contested domain in which dominant groups attempt to assert control over marginalized groups of people (→ Power in Intergroup Settings). Studies of development discourse tend to examine strategic communicative intervention of → development institutions for social change in terms of the constructed problems and solutions designated toward concerned communities (→ Strategic Communication).

Discussions of development discourse often parallel the concept of postdevelopment (Escobar 1995), because they attempt to shift the analytical frame of → discourse analysis to envision the popular resistance of local communities. Instead of reinscribing dominant development projects, they intend to criticize the logics and devices constructed by and for development industries. Thus, they value the knowledge and experiences of local, self-reliant participatory and collective actions as the fundamental sources for alternative social change, both at local and global levels (→ Participatory Communication). Some critics question the feasibility of dominant development discourse to envision an alternative approach to social change (Pieterse 2001). Dominant development discourse fails to offer a venue for restructuring processes of social change, instead providing an 'ideological platform' that benefits the work of the development industry and the logic of the global capitalist system.

See also: ► COMMUNITY MEDIA ► DEVELOPMENT COMMUNICATION ► DEVELOPMENT INSTITUTIONS ► DISCOURSE ► DISCOURSE ANALYSIS ► PARTICIPATORY COMMUNICATION ► POWER IN INTERGROUP SETTINGS ► STRATEGIC COMMUNICATION

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Development Institutions

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Development institutions are organizational bodies whose primary goals are to improve conditions in regions that have historically lacked basic levels of physical services and socio-political rights. Many of these bodies engage communication for development strategies (→ Development Communication). At present, there are over 70,000 international organizations with a total budget in the hundreds of billions of dollars devoted to improving social, economic, political, and health conditions around the world, specifically in less developed countries (→ International Communication Agencies). The current status of modern international development organizations can be traced back to the end of World War II and the official launch of the United Nations that helped catalyze international modernization efforts.

In addition to the UN, the US Agency for International Development assists developing countries and employs a wide range of communication strategies to support its programs of disaster relief, poverty eradication, and democratic reform (Melkote & Steeves 2001). In Europe, the Organization for Economic Cooperation and Development (OECD) offers assistance to more than 70 developing countries. One of its major programs promotes information and communication technologies in sustainable economic growth and social welfare. Nongovernmental organizations include trade unions, faith-based organizations, community groups, indigenous peoples' organizations, and foundations under the umbrella title of civil society organizations (e.g. private foundations such as the Bill and Melinda Gates Foundation; Mody 2003; → Transnational Civil Society).

Development organizations operate at the international, regional, national, and community levels. Principal missions among many include developing media organizations, augmenting journalists' rights (Wilson 2004; → Development Journalism), access to Internet and mobile communication networks (Carpentier & Servaes 2006; → United Nations, Communication Policies of), health-care practices, reduction of poverty, or support of migrants (→ Health Campaigns, Communication in).

See also: ► DEVELOPMENT COMMUNICATION
► DEVELOPMENT JOURNALISM ► HEALTH
CAMPAIGNS, COMMUNICATION IN ► HEALTH
COMMUNICATION ► INTERNATIONAL
COMMUNICATION AGENCIES ► TRANSNATIONAL
CIVIL SOCIETY ► UNESCO ► UNITED NATIONS,
COMMUNICATION POLICIES OF

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Development Journalism

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During the 1970s and 1980s, the United Nations Educational, Scientific, and Cultural Organization (→ UNESCO) was the site of vociferous debate about global communication (→ New World Information and Communication Order). Among the most contentious issues in the debate was 'development journalism' – a term referring to the role of the press in the process of socio-economic development, primarily in countries of the south (→ Development Communication).

Development journalism implied an adversarial relationship between independent news media and the government in which reporters offer critical evaluation and interpretation of development plans and their implementation. Development journalism challenges traditional → news values, gives priority to the needs of ordinary people, and

recognizes that objectivity is a myth (→ Objectivity in Reporting). It results in news that provides constructive criticism of government and its agencies, informs readers how the development process affects them, and highlights local self-help projects. *Critics* proclaimed the failure of development journalism despite recognizing the vast differences between how development journalism was originally conceptualized and how the term was appropriated to serve as a rationale for state control of national media.

Shah (1996) has summarized development journalism as comprising the following *five principles*: (1) concerned with social, cultural and political aspects of development, not just the economic; (2) democratic and emphasizing communication from the 'bottom up'; (3) pragmatic and unconventional in its approach to reporting; (4) taking on the role of professional intellectuals, providing energy for social movements and helping create awareness about the need for action; (5) encouraging the production of development journalism at multiple sites, both geographically and within the overall structure of the news industry.

Development journalism is similar to the public journalism approaches to reporting developed in the United States in the 1990s by academics and journalists concerned with a crisis of media and democracy.

See also: ► ADVOCACY JOURNALISM ► CITIZEN JOURNALISM ► DEVELOPMENT COMMUNICATION ► FREEDOM OF THE PRESS, CONCEPT OF ► JOURNALISM ► JOURNALISTS' ROLE PERCEPTION ► NEWS VALUES ► NEW WORLD INFORMATION AND COMMUNICATION ORDER (NWICO) ► OBJECTIVITY IN REPORTING ► UNESCO

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