

Changing Development Communication

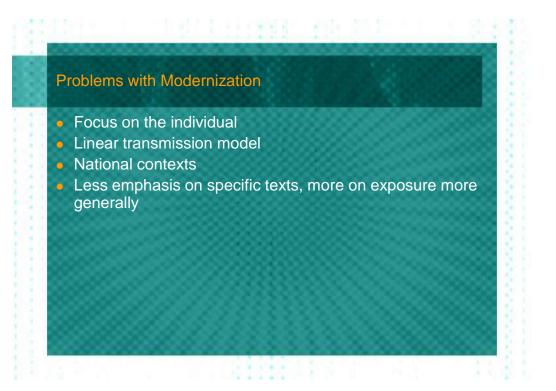
- Why move away from "development?"What does shift to "social change" signify?
- How has this change been manifest in the field?
 - What is left of allowed and a supervised in the field
- What is left of development communication?
- How might we change our approach to "social change?"

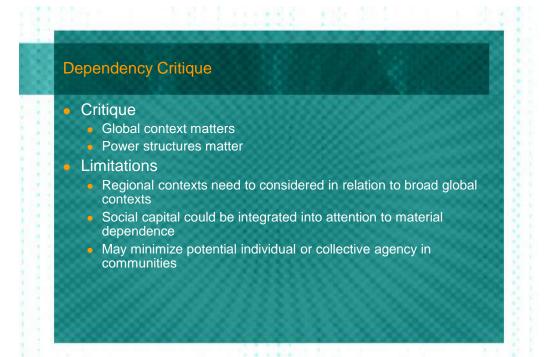
















Potential of Social Movements

- Opens framework to include community organizations
- Recognizes potential of using communication to mobilize toward resistance
 - Not just diffusion or horizontal flows

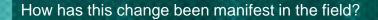


- Focus on Social Movement Organization vs. Underlying Issue
 - Need broader context to understand power relations
- May limit attention to
 - Development industry
 - Global political context
 - Corporate economic context/ Privatization









- Academic Organizations
 - ICA Division: Intercultural & Development --> Global Communication & Social Change
- Seminars
- Literature











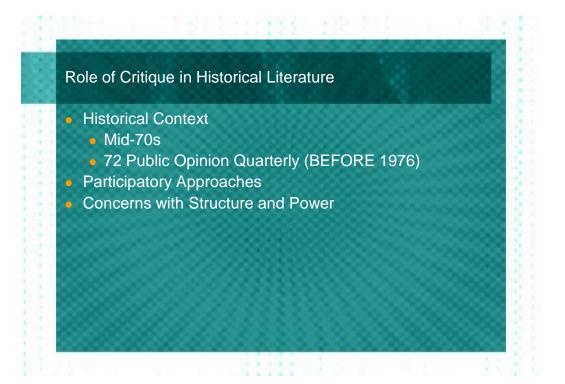


Illustration of Continuity and Change: US Foreign Aid Approach to the Middle East

"What America is... the modernizing Middle East seeks to become" (Lerner, 1958, p. 79)
To what extent is Lerner's vision of modernity still present in US development discourse?











USAID's Approach to the Middle East

 The goal of USAID programs in the Middle East is to support " a prosperous, stable, and democratic Middle East . . . that actively participates in the free exchange of ideas."







Democratic Governance

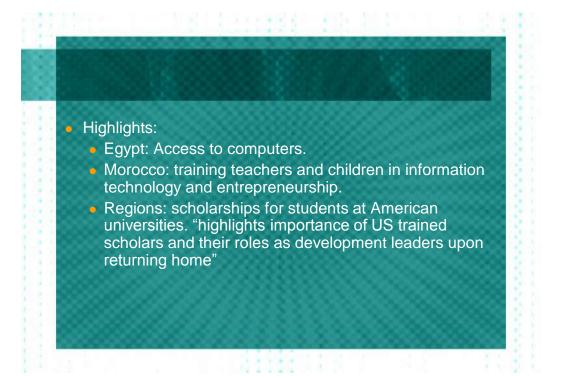
"Countries in the Middle East and North Africa range from those in the early stages of nation building to formal democracies. ... USAID programming in democracy and governance bolsters democratic institutions, mitigates the appeal of extremism, helps combat corruption and contributes to long-term development."

Political Modernization

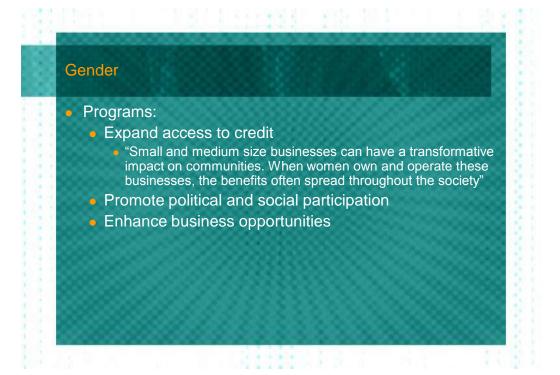
Lerner

- Focus on national formal participation in elections
- Connection between democratic participation and economic potential (Iraq, West Bank/ Gaza)
- Orientalist Critique
 - meant to emulate US democracies
 - concern with terrorism and extremism

Education Problems: access to schools, illiterate and out of school youth, inadequately trained teachers and administrators, irrelevant curricula, low community involvement, poor management of schools. Solutions: increase equitable access to quality, relevant, educational opportunities.





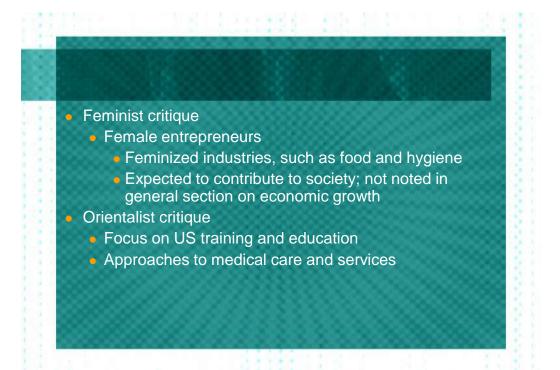


Social Modernization

Lerner

Education a tool for individual mobility

 Women had been largely absent from Lerner's world, but become visible through their roles as social entrepreneurs and as mothers







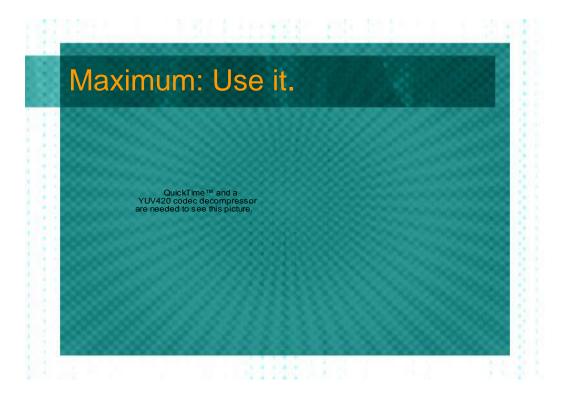


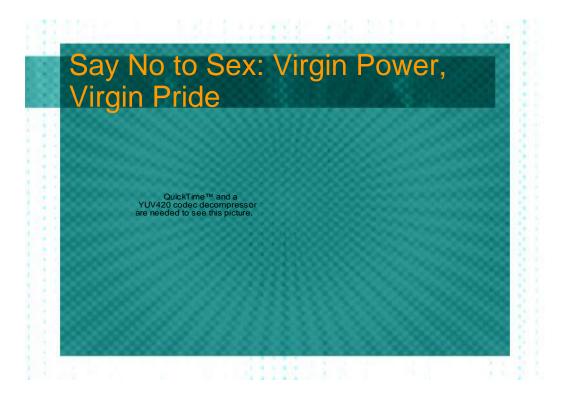




Analysis of Selected Sample

- USAID HEART Campaign 2000Zambia
- Focus on Adolescents
- Changing or reinforcing power dynamics?





Selected Comparison Maximum: Use It Virgin Power Abstain Use Condom Music and Setting Music and Setting Relaxed Active Men's Roles Active Male voice seducing

- Women Respond Female voices explaining, asserting
 - Respond to Sexual advances: do not initiate

Shift from Development to Social Change

Many approaches persist

Initiate Sex

- Reinforcing power dynamics of gender
- Justifying Orientalist approach to Middle East
- Supporting communications technologies in service of existing structures (government) and content

Change NOT linear, as suggested in models of societal transition from so-called "tradition" to "modernity," but rather dialogic process of negotiation in relation to the agendas and practices of communities and institutions



What does Social Change Mean?

Change

- Observable transition in conditions over time
- Strategic intervention

Social

- Benefit public good
- Within realm of human collective





What can we do with concept of social change?

Need to move past post- and reNOT about modernity or development
Broader term to incorporate political, economic, cultural themes
Consider ways to mark importance of historical and geometric context

Focus on Social Justice

Framework

- Not just responses to communication
- But also access to resources, and
- control over production of communications about self and society
- Mark integration of activism with scholarship
- Value of Critical Approach
 - Ability to pursue critical questions
 - Ability to address long-term, systemic issues

