**Definition & Scope of Development Communication**

Development communication refers to the use of communication to facilitate social development. Development communication techniques include information dissemination and education, behaviour change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

***...the art and science of human communication linked to a society's planned transformation from a state of poverty to one dynamic socio-economic growth that makes for greater equality and the larger unfolding of individual potentials.* ---Cruz-Quebral, Nora**



According to the World Bank, development communication is the "integration of strategic communication in development projects" based on a clear understanding of indigenous realities.

In addition, the UNICEF views it as:

"...a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives." The Thusong government center described it as "providing communities with information they can use in bettering their lives, which aims at making public programmes and policies real, meaningful and sustainable"

* Bessette (2006) defined development t communication as a "planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio–economic, political and cultural development".
* Development communication is essentially participatory, because, according to Ascroft and Masilela (1994) "participation translates into individuals being active in development programmes and processes; they contribute ideas, take initiative and articulate their needs and their problems, while asserting their autonomy”.

**Who are development communicators? What qualities do they possess?**

**Nora C. Quebral**gave a succinct characterization:

* 1. They understand the process of development, the process of communication, and the environment in which the two processes interact.
* 2. They are knowledgeable in communication skills and techniques as well as proficient in subject matter to be communicated.
* 3. They have internalized the values inherent in equity and the unfolding of individual potential.
* 4. They have firsthand knowledge of the several kinds of end-users of development communication.
* 5. They have a sense of commitment, the acceptance of individual responsibility for advancing human development.