

Role of media on development in rural society

Rajesh Das

[Fission reaction with opinion leader, Media -mix, Diffusion of information, Horizontal information flow, Information- ecosystem]

India is a land of villages and till agriculture is the single largest contributor of the country's total GDP. Everything else can wait, but not rural development. Naturally villages are the largest reservoir of human resources, more specifically as a social capital. As a matter of fact village is the basic unit of administration & act as a driving force of the country.

Previously, it was believed that the term development focuses only two parameters, i.e. economic development & growth of mass media. But scenario is change rapidly, particularly, after the Second World War. UNDP opined a new definition of development—"is a process through which all types of resources equally distributed in the society, for a collective betterment of community. Here participation, & people's motivation are needed, to retain a socio-economical symmetry within the society." In this context, required & meaning information should reach in right time at the right place, (for an integrated rural development the target domain will be the rural society). This type of information dissemination is called the Quality Information Service, QIS.

Communication is an important factor in the development process, more so in planned development like rural development. Proper communication helps in easy acceptance of the change brought about by development. Here media, (may be mass media, community media or traditional media) acts a powerful agent to cater on the messages.

The objectives of the present paper are:

- to explore how media is utilised by the people in their village setting (socio-economic development)
- to produce a guide map on how to use the media in planned development;
- to reveal how the community communicates on various issues;
- to identify the community channels of communication;
- to draw how the information/messages are packaged (message - design for rural community), for development in rural society.