

## Designing National Communication Policy: Challenges and Prospects

Sameea Jamil,  
Azmat Rasool & others

### **Introduction: Information, Communication and Development**

There seems to be a little effort on the part of successive governments in developing countries to take the people into confidence while designing development projects. This trend is fashionable throughout the developing world where ethnocentrism of the people at the helm of affairs alienates and estranges common citizens from them. These countries have failed to frame a communication policy that could serve as a bridge between governments and the people. The objective of this paper is to study the importance of framing of an effective communication policy in order to introduce sustainable development.

“What are our goals, how do these relate to creating a better world, and how do the technologies we pursue help achieve our goals?”<sup>[1]</sup>

The relationship between information flows and national or local-level development have become better understood in recent years; as has the role of communication processes in mediating social and individual change. However, in most third world countries these relationships are not widely discussed or easily accepted, especially by development planners.

Basically, communication is a social process that produces changes in the knowledge, attitudes and behaviors of individuals, and groups, through providing factual and technical information, through motivational or persuasive messages, and through facilitating the learning process and social environment. These results might then lead to increase in the mastery of crucial skills by the individual, and to enhancing the achievement of various instrumental goals. Other

possible consequences of communication include enhancement in self-esteem and well being through participation in community and social life, increasing the individual's perceived efficacy in dealing with other people, reinforcing mutual respect and enhancing confidence among social groups and building trust within communities. These outcomes are the ingredients that contribute to the creation of those positive individual, community and societal changes that together are often referred to as development. Communication can thus positively influence development.

But using communication for development means different things to different people. It has even been viewed differently in different eras, considered variously as social engineering or giving voice to the voiceless. Both as idea and as practice, the relationship of communication to development has been problematic, as it has raised many questions. Can we show that communication has a place in the development process? What kind of communication has what kind of effect on what aspects of development? The questions are intriguing and intractable. Often the gains from communication become apparent only when something goes wrong in society.

Although the relationships are not clearly established, the Human Development Index, HDI, shows marked differences in the communication profiles of countries of high, medium and low human development. The indicators generally employed in the HDI are mostly infrastructural and technological, e.g. access to: radio; television; book titles published; post offices; main telephone lines; fax machines; mobile cellular telephone subscribers, internet users, personal computers. It is probably the case that the opportunities that these channels provide for carrying information and messages and for allowing multiple social interactions, that drive social progress, are a crucial contribution to the level of socio-economic development of societies. Yet even if communication is only a necessary and not a sufficient ingredient for development, that potential contribution has provided a motive for continuing to search for more effective ways of relating communication processes with development processes, and for justifying investments in information and communication ideas and practices. That is why a policy approach is needed to support the

integration of information and communication thinking and practice into national development and governance plans.

There are, at the moment in Africa, few examples of policies designed to push the systematic use of information and communication as part of general development strategy <sup>[2]</sup>. A number of short-term social campaigns include information and communication activities; but these episodic interventions, do not appear to be able to sustain a national critical mass for instigating desired social change on a continuous and consistent basis. In the face of dwindling resources, third world countries will have to avoid unplanned, inconsistent, ostentatious or wasteful investments in the information and communication sectors. They will also have to tackle the underdevelopment or unbalanced development of communication institutions, and be more open to certain ideas and practices (such as freedom of expression or accountability) that accompany a more open and participatory approach to national development. The relevance of a sustainable development perspective for information and communication investments and programs is therefore an important consideration for third world countries at this time.

### **Rationale: Why do we need an Information and Communication Policy?** <sup>[3]</sup>

Government and other institutions create policies to ensure coherence and to avoid contradictions in the actions of various public and private entities. Policy instruments also seek to solve social and technical problems and to legitimize the implementation of programs and projects.

Third world countries are not strangers to policy-making. Most countries already have policies in various sectors; some of them well articulated, for example, an economic policy, a health policy, an agricultural policy, an educational policy, an environmental policy and a foreign policy. In some countries these are merely cosmetic documents virtually moribund, with no living dynamic reality, and not much possibility of being implemented. In other countries, these policies provide sectoral orientations that can contribute to the overall

goals of national development. In that context, a communication policy may be seen as a further contribution to the national development environment through consolidating actions around issues that cut across several sectors.

As far as communication policies are concerned, they have been described as:

“Sets of principles and norms established to guide the behaviour of communication systems. They are shaped over time in the context of society’s general approach to communication and to the media. Emanating from political ideologies, the social and economic conditions of the country and the values on which they are based, they strive to relate these to the real needs for and the prospective opportunities for communication”.<sup>[4]</sup>

In every society, public and private institutions and individuals undertake internal and external communication for many reasons. There is often no over-arching idea or vision to help coordinate or rationalize these various actions, probably because policy-makers and planners do not see how they can be related. A national policy on information and communication for development provides a necessary conceptual and institutional framework for the coordination and integration of technical and social interventions undertaken by institutions ranging from agricultural extension to education and health ministries, from NGOs such as women’s resource groups and human rights activists, to private sector interests such as chambers of commerce or banks. The contribution of a national policy is to articulate principles, values and norms that are applicable to communication at all levels of government, to civil society and the private sector, within the context of the development goals of the nation. An approach that considers information and communication as a sector for development planning<sup>[5]</sup> would also help to rationalize investments as well as provide a basis for integrating information and communication interventions within national development strategies.

A communication policy can, therefore, be an instrument for supporting the systematic planning, development and use of the

communication system, and its resources and possibilities, and for ensuring that they function efficiently in enhancing national development.

Efficient, widespread and continuous public communication is an important prerequisite for democratic governance. In the developing or re-emerging democracies of Africa, social communication provides the cement that binds various communities and social groups together in their resolve to build new societies. It can create linkages between political, religious, traditional and community leaders and their followers, and can build bridges between rural and urban communities and across generations.

It is through communication that government agencies and NGOs attempt to provide technical information and social services for improving the quality of life of citizens, and that civil society seeks to broaden and sustain participation in governance. New agricultural practices and policies, health campaigns, literacy classes, adult political and civic education and other development efforts have succeeded largely through communication support. In the context of current development challenges posed by the rapid spread of HIV/AIDS, communication for social mobilization and social change to support preventive behaviour and to support the infected and affected is a crucial necessity.

But communication can also divide people along various socio-cultural lines, contributing to social cleavage, marginalization and even violence. These seemingly contradictory possibilities pose the challenge of choice, of making deliberate decisions to ensure that communication plays a positive role in society. The results of such decisions can be articulated in a policy statement.

Within this general framework, strategies can be devised to facilitate organized and intensified use of interpersonal, group and mass media channels of communication that are sensitive to cultural resources and orientation, and that are decentralized as necessary, in support of development programs. There is increased need to encourage local organizations to make use of new communications technologies, such

as the internet, to promote social linkages and to ensure widespread support for development efforts; so that in a dynamic and organic sense, communication can become an instrument for building solidarity for the common national and community goals of good health, economic recovery, poverty eradication, empowerment of women and youth, and good governance. These outcomes can be facilitated through a deliberate communication policy linked to national development policy. A lot of scholars have worked to discover the vital link between media and development. All these efforts aim at developing a workable model that could help pace up the development process with the assistance of media. It would be enlightening to refer to the Development Media Theory for this purpose in this article.

### **Development Media Theory**

It is not easy to give a short, general statement of an emerging body of opinion and prescription appropriate to the media situation of developing countries, because of the great variety of economic and political conditions and the changing nature of situations. Nevertheless, it is necessary to make an attempt because of the (varying) inapplicability of the normative theories and the great attention now focused on matters to do with Third World communication. No one source for what follows can be cited, but perhaps the best single most recent source of ideas can be found in the report of the UNESCO's International Commission for the study of Communication Problems (McBride et al, 1980). The starting point for a separate 'development theory' of mass media is the fact of some common conditions of developing countries that limit the application of others theories or that reduce their potential benefits. One circumstance is the absence of some of the conditions necessary for a developed mass communication system: the communication infrastructure: the professional skills; the production and cultural resources; the available audience. Another, correlative, factor is the dependence on the developed world for what is missing in the way of technology, skills and cultural products. Thirdly there is the (variable) devotion of these societies to economic, political and social development as a primary national task, to which other institutions

should submit. Fourthly, it is increasingly the case that developing countries are aware of their similar identity and interests in international politics.

Out of these conditions have come a set of expectations and normative principles about mass media which deviate from those that seem to apply in either the capitalist or communist world. It is of course true that in many countries accounted as developing, media are operated according to principles deriving from the normative theories—authoritarian, libertarian and less often social responsibility or soviet. Even so, there is enough coherence in an alternative to deserve provisional statement, especially in view of the fact that past to be stated in terms of existing institutional arrangements, with an special emphasis on the positive role of commercial media to stimulate development or on media campaigns to stimulate economic changes in the direction of the model of the industrial society. The normative elements of emerging development theory are shaped by the circumstances described above and have both negative and positive aspects.

They are, especially, opposed to dependency and foreign domination and to arbitrary authoritarianism. They are for positive uses of the media in national development, for the autonomy and cultural identity of the particular national society. To a certain extent they favour democratic, grass roots involvement, thus participative communication models. This is partly an extension of other principles of autonomy and opposition to authoritarianism and partly recognition of the need to achieve development objectives by cooperative means. The one thing which gives most unity to a development theory of the media is the acceptance of economic development itself (thus social change) and often the correlated 'nation-building', as an overriding objective. To this end, certain freedoms of the media and of journalists are subordinated to their responsibility for helping in this purpose. At the same time, collective ends, rather than individual freedoms, are emphasized. One relatively novel element in development media theory has been the emphasis on a 'right to communicate' based on Article 19 of the Universal Declaration of Human Rights: 'Everyone has the right to freedom of opinion and

expression. The right includes freedom to hold opinions without interference, to seek, receive and impart information and ideas through any media regardless of frontiers. While it is hard to find individual cases of national media systems that clearly exemplify development media theory, the main principles can be stated as follows:

- Media should accept and carry out positive development tasks in line with nationally established policy.
- Freedom of the media should be open to restriction according to (1) economic priorities and (2) development needs of society
- Media should give priority in their content to the national culture and language
- Media should give priority in news and information to links with other developing countries which are close geographically, culturally or politically
- Journalists and other media workers have responsibilities as well as freedoms in their information gathering and dissemination tasks.
- In the interest of development ends, the state has a right to intervene in, or restrict, media operations and devices of censorship, subsidy and direct control can be justified.

### **Dimensions of Information and Communication Policy**

For a national communication policy to be effective, it must attempt to be comprehensive, covering the issues that are considered relevant for the particular society. It should embrace various fields and sectors of human communication, including: traditional and indigenous cultural forms, print media, electronic/broadcast media, film, cinema, video, theatre, advertising, language development, training and technologies. These are the areas of major action, as well as possible



conflict of interest that are of concern to development actors and partners at different levels. Given the various socio-economic-cultural problems facing the continent, public information and communication in the third world countries should increasingly become development-oriented, directed at promoting the health, and economic and social well-being of the people, educating them on their civic rights and responsibilities, as well as empowering them to understand and implement solutions to national and community problems related to food, water, economic and entrepreneurial activities, population, environment, civic education etc. Therefore, one of the major policy issues in the development agenda of these countries, as we move forwards in the twenty-first century, must be: how to use information and communication to support development initiatives at national and local levels. One possible answer is through a national communication policy.

### **Objectives of a National Information and Communication Policy**

In view of the foregoing considerations, a national policy on information and communication for sustainable development in third world countries may have the following objectives:

- To support national development initiatives and programs, and to improve the quality of life of the people, by facilitating systematic and effective use and coordination of communication and information strategies and activities
- To rationalize multi-sectoral investments in information and communication hardware and software through their consolidation and appropriate integration in national development plans and planning structures;
- To enhance access to information and communication infrastructures and new technologies, especially in rural communities;

- To promote national dialogue on development issues by all citizens, consistent with the emerging democratic culture and national constitutional provisions;
- To preserve national cultural identity, promote the national cultural patrimony and enhance the development of cultural and artistic capabilities and institutions, while enabling productive regional and international interchange;
- To ensure the timely, orderly and effective growth of information and communication institutions and professions through standards setting, capacity-building and human resources development.

### **Development Support Communication: DSC**

The practice of Development Support Communication, DSC, is a multi-sectoral process of information sharing about development agendas and planned actions. It links planners, beneficiaries and implementers of development action, including the donor community. It obligates planners and implementers to provide clear, explicit and intelligible data and information about their goals and roles in development, and explicitly provides opportunities for beneficiaries to participate in shaping development outcomes. It ensures that the donor community is kept constantly aware of the achievements and constraints of development efforts in the field.

Development Support Communication makes use of all available structures and means of information sharing. Therefore it is not limited to mass media alone. It also uses both formal group and non-formal channels of communication, such as women's and youth associations, as well as places where people gather.... markets, churches, festivals, and meetings. But its contribution is in using these in a systemic, continuous, coordinated and planned manner, to perform linkage and enabling functions. It requires analysis of the communication environment, of the available and needed communication competencies and resources (hardware, software,

financial and human), and clearly indicates expected results from specific resource inputs, so as to maintain accountability.

In short, DSC is a legitimate function of development planning and implementation. DSC, therefore, needs to be examined as a valuable technology for using the social communication process to foster and strengthen sustainable development at local and national levels. It should be taken more seriously in programs of social change, and should be reflected explicitly in development policy and strategy. One way of doing so is through the enunciation of a national information and communication policy, which can be explicitly integrated into national development thinking and practice.

### **Some Issues Requiring Policy Action**

- Media development: regulation and deregulation
- Enhancing communication professions and institutions
- Cultural development and social integration
- Human resources development and training
- Communications technologies: old, new and emerging
- Development Support Communication
- Regional and international cooperation
- Commercialization and privatization
- Resource mobilization and allocation.

Because of the multi-sectoral and comprehensive nature of national development needs and objectives, a national strategy on information and communication for sustainable development must be seen also as a multi-sectoral, multi-dimensional issue, around which different development stakeholders can find a rallying point, and to which they can make invaluable constructive contributions. Previous attempts in some countries to deal with information and communication policy issues, because they lacked an over-arching development-oriented framework and justification, have tended to be ad hoc, and overly politicized.

By focusing almost exclusively and without much negotiating margins, on particular sectoral interests or thematic considerations

(e.g. commercialization, privatization, public service, monopoly, freedom of expression, minority rights, etc.), they tended to exacerbate areas of tension and disagreement, instead of promoting opportunities for constructive dialogue. The development and management of a national information and communication policy can be seen as a mechanism for ensuring widespread public education and informed public participation in decision-making on the future directions of development in developing societies.

## **Constraints / Challenges**

The process of developing and implementing a national policy on any issue probably goes through several steps, among them are:

### **1. Development**

Is your country developing? Whether your answer is: yes, no or maybe, how can information and communication enhance development in your country? Specifically, how can a policy approach to information and communication enhance development in your country?

In that connection, what are the goals of development in your country? Are you concerned about economic growth? Are you concerned about reducing the level of poverty? Are you concerned about the quality of life of your people? Are you concerned about the people's right and freedom to speak out? How can a policy approach to information and communication enhance development in your country?

### **2. Politics**

Policies are about politics. Politics is about power; power to choose, power to decide. Who has the power to decide in developing countries today? The challenge is political will. Where lies the political will in these countries? Governments are obviously important; but civil society and the individual citizen are becoming important as well.

How can the process of designing and implementing national communication policies affect the balance of power in developing nations?

### **3. Democracy**

In developing countries, governments and citizens are expressing a commitment to democracy, even though it is often not clear if democracy means more than holding periodic elections. Whatever it means, democracy must include the notion of participation by the majority in discussing issues of national importance. How can the design and implementation of a national information and communication policy enhance democracy?

### **4. Culture**

Culture is about adjustment to the physical and metaphysical environment. Culture is about identity, about defining who we are, what our values are, how we see ourselves, how we want others to see us.

How can a national information and communication policy contribute to cultural development? In the 21st century, can we still speak about national cultures in any country? Are we not becoming part of a global society? Who defines how that global society should communicate, and about what? What is the contribution of under-developed countries to a global cultural environment? How can this be articulated in national communication policies? Culture is also about institutions, such as religion. What provisions need to be made in a national information and communication policies with reference to religion?

In much of world, culture is about diversity; because many nations are multi-ethnic, with several cultural backgrounds. How can a national information and communication policy make provisions for cultural diversity as well as the national cultural uniformity, which is much desired?

## **5. Language**

Communication is centered on language; and the language of communication can either exclude or include individuals and groups. The language policy of a national communication policy is an important aspect of its acceptability and impact.

## **6. Freedoms**

The right to communicate, to speak and to be spoken to has become a universal right. A national communication policy should recognize the right to communicate and ensure that it is respected legally and practically.

## **7. Access**

There is a wide gap between individual and among groups in their ability to access the media or other channels of public communication. A national communication policy seeks to enhance access and reduce factors that inhibit access.

## **8. Technology**

As the 1972 UNESCO report states: “The rapid development of communication technology makes it especially important for potential users to keep up to date”. What was technically or economically untenable yesterday may be possible today and quite attractive tomorrow. “A national communication policy will seek to balance the needs of the day after tomorrow with the realities of today”.

## **9. Economics**

Should information and communication policies deal only with what is affordable? Should the nation’s resources alone guide what is examined and proposed in the policy?

## **10. The institutional framework**

Who should be responsible for initiating and managing a policy on information and communication? In some countries, the initiative has come from the government department charged with public information or telecommunications. A re-baptized Ministry of Communications has led the management of a communication policy often. Earlier international discussions suggested a National Communication Council as an independent entity, responsible to Parliament or some non-partisan framework. What actually happens in any given country will be a matter for negotiation among the competing interests and social forces in the development context.

However, the existence of strategic communication actions in support of programs or projects in development sectors may also influence the choices made in the directions that a national communication for development policy takes. For example, many countries have a communication support system or project in agriculture, involving agricultural extension and agricultural information, combining interpersonal and mass media communication strategies. Many countries have also developed health promotion and health education programs or projects. In yet other countries, population communication is often based on a sectoral strategy for promoting reproductive health, or adolescent behaviour change. Similarly, the communication activities in support of HIV/AIDS prevention in many countries are based around multi-media, multi-sectoral strategies. All of these actions on the ground are building blocks for the implementation of a national communication for development policy. Civil society, including the legal profession, journalists, advertising and marketing groups, women's societies, human rights activists and NGOs have been actively involved in pushing one or more areas of communication policy to suit their particular political or economic agenda. These also can contribute perspectives and actions in dealing with the basic challenge, which is: To develop or to not develop, how can information and communication play a role?

## **Policy Design and Implementation**

Some preliminary considerations in the design of a policy involve questions such as: Who needs it? The need for a communication policy is often felt at the level of public or private institutions or of civil society. Whatever the source of concern, information/communication policy provisions will impact on various groups or individuals. Therefore, the design and formulation of the policy should be seen as a public good, of potential interest to a wide spectrum in society. The process should therefore be transparent, and should seek to be inclusive of diverse interests. While information and communication technicians and professionals should be involved, other groups should also be represented, so as to make the ownership of the process and the product truly national.

Another question concerns the challenge and vision, in other words: Why is it needed? Experience has shown that the increasing global influence of information and communication technologies and organizations is felt at various levels in 3rd world countries. Similarly, changes in the political arena, with democratization and more involvement in governance by civil society create tensions, which require changes in the management of public goods and services, including those related to communication. Therefore, such issues as the control and ownership of telecommunications and media organs, as well as freedom of expression, and access to media by political parties during elections have become prominent in the national discourse of many countries. In addition, the need for individuals and communities to participate in development activities makes communication for building trust and consensus on the development agenda an important goal of governments and society at large. The emergence of new technologies, including computers, the internet and related adaptations, is creating situations, which require concerted action within national and regional space. These are some of the reasons which usually make a policy necessary; to deal in a clear and public manner with technical and cultural issues.

But solving today's problems is not the only goal of policy. A good policy should be able to provide signposts for the next decade or so. It



is true that the communication sector is changing rapidly worldwide, so the policy environment may be more dynamic, even in the short term. For this reason, it is important that policies be forward-looking, and that they meet the future expectations of the people who will implement them and be influenced by them. One concrete way of ensuring this is through visioning; that is getting the collective ideas of a cross-section of society about the kind of future environment in which they would like to live, and to see what role information and communication would play in those future scenarios. This would then be part of the environment to which a communication policy should respond. Joint visioning is a tool for social management, which should be incorporated in the process of designing the policy<sup>[6]</sup>.

Yet another question: What are the development challenges on the ground? What do we know? What do we need to know?

A situation analysis is the first step in the policy design process. It attempts to scan the policy environment. It should help to define the need for a policy by identifying the development problems that a policy on information and communication can help to solve. In this connection, relevant questions include: What is the current situation of the communication system, looking at various components and sub-sectors? What are its strengths and weaknesses? The situation analysis should evaluate the potential of the system for change in the short to medium term, considering the opportunities and constraints, which may confront the system.

Among the preliminary concerns are objectives, goals and principles. A policy should have goals and objectives. These represent answers to the long term and medium term development needs that the policy should address. A policy should also be based on certain norms or principles, which will guide its orientation and content. These are usually derived from national development goals or constitutional provisions, which may in turn have been derived from internationally agreed ideas. A sample of underlying principles includes:

- Democratization
- Popular participation

- Equity/Access to information and communication
- Freedom of expression and reception
- Social integration
- Cultural promotion and preservation
- Responsibility in public communication
- Communication rights
- Coherence with other social/sectoral policies.

### **Steps in the Design and Implementation of a National Communication for Development Policy**

The following steps seem to be necessary in the process of designing and implementing a national communication for development policy:

#### **Design Phase**

1. Expressed national willingness to design a national communication policy in support of development programs.
2. Establishment of a National Committee to provide strategic guidance to the design effort.
3. Identification and selection of themes and sectors to be involved in the situation analyses and background studies, in the context of national possibilities.
4. Preparation of a summary document outlining the major development thrusts, and the socio-cultural-economic challenges and realities of the country. This will serve as a reference/guide for national experts preparing sectoral and other studies.
5. Organization of a national training and consensus building workshop for national experts and others involved in the design process, to facilitate common understandings and set common values and goals.

6. Undertaking of desk and field research in the identified areas, using a common methodology and especially participatory approaches.
7. Organization of regional/provincial consultations to assess information and communication needs at these levels, and to involve the views and ideas of frontline development workers and grassroots communities in policy the design process.
8. Preparation of a summary document of the results of field research and information collected at national and regional levels, as a background paper and stimulus for national dialogue.
9. Organization of a national workshop to design a national communication for development policy, involving a broad spectrum of stakeholders from government, civil society, private sector, NGOs and community based organizations. Inputs to the workshop include the conclusions and recommendations of the regional/provincial workshops, which are then discussed, noted and actioned as necessary.
10. Report back consultations to stakeholders especially at regional/provincial levels.
11. Design of a national communication for development program with short, medium and long-term action plans, sectoral programs and budgets.

### **Implementation Phase**

1. Reaffirmation of the national will to commit to the implementation of the adopted policy. This should involve government, civil society and all actors in national development.

2. Establishment of a credible, independent, flexible institutional framework for the implementation and management of the policy. This should include both a policy-level organ and a technical secretariat of qualified experts.
3. Identification and allocation of human and financial resources for the national coordinating mechanism.
4. Promotion of the national communication for development policy to obtain support from development partners and national stakeholders, including grassroots communities.
5. Organization of donors' round table and other actions for resource mobilization.
6. Monitoring and evaluation of the national communication for development policy.

These steps while not meant to be followed mechanically should be thoroughly examined in each national exercise, to ensure that the most suitable design and implementation process has been followed, so that the resultant policy and its implementation will add value to national development.

## **Conclusion**

Under the light of the discussion, it can be assumed that formulation of an effective communication is the need of the hour in order to usher in an era of development in the third world countries. A communication policy usually encompasses sets of principles and norms established to guide the behaviour of communication systems. They are shaped over time in the context of society's general approach to communication and to the media. Emanating from political ideologies, the social and economic conditions of the country and the values on which they are based, they strive to relate these to the real needs for and the prospective opportunities for communication.

In every society, public and private institutions and individuals undertake internal and external communication for many reasons. There is often no over-arching idea or vision to help coordinate or rationalize these various actions, probably because policy-makers and planners do not see how they can be related. A national policy on information and communication for development provides a necessary conceptual and institutional framework for the coordination and integration of technical and social interventions undertaken by institutions ranging from agricultural extension to education and health ministries, from NGOs such as women's resource groups and human rights activists, to private sector interests such as chambers of commerce or banks.

The contribution of a national policy is to articulate principles, values and norms that are applicable to communication at all levels of government, to civil society and the private sector, within the context of the development goals of the nation. An approach that considers information and communication as a sector for development planning would also help to rationalize investments as well as provide a basis for integrating information and communication interventions within national development strategies.

A communication policy can, therefore, be an instrument for supporting the systematic planning, development and use of the communication system, and its resources and possibilities, and for ensuring that they function efficiently in enhancing national development.

## **Notes**

1. 'Technology for Development or Development for Technology?' Chap II in *Information and Communication Technologies for Development: A UNESCO Perspective*, 1996, p.3
2. A notable exception is the effort by a few West African countries to elaborate national communication policies for development, in collaboration with FAO. See for example,

Document de la politique nationale de la communication pour le développement au Burkina Faso, Tome 1, Tome 2; Burkina Faso, Ministère de la Communication et FAO, Rome, 2001.

3. Information policies deal more with the hardware and software of a society's 'info structure', related to the implications of the ICTs and the 'information highway' for the processing of 'factual' material and its storage and transmission as knowledge. Communication is more social process oriented, concerned with interactions among individuals and groups and also the development and use of mass media. Obviously the two concepts intersect massively, and from a policy standpoint, they need to be taken together. In this paper, less attention is being given to 'information policy' as such, which merits detailed treatment in its own right. See also UNESCO, op. cit. 1996, for an extended treatment of this topic.
4. See Mwaura, Peter, *Communication Policies in Kenya*, UNESCO, 1980, preface.
5. The idea of 'communication planning for development' was introduced into the communication literature during the 1980s. It was seen as a tool for moving from policy to action as a 'process of formulating societal objectives, correlating these with the potential of the communication system, and making use of technology to secure the best possible match.' See: A. Hancock, *Communication Planning for Development: An Operational Framework*, Paris, UNESCO 1981; also A. Hancock, *Communication Planning Revisited*, Paris, UNESCO 1992.
6. See O. Adesida, *Health Futures*, WHO Africa Region, Harare, 2001

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