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Luis R. Beltrán

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L. J. Rao ✓

Colecc. LR Beltrán
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REVIEW OF SCHRAMM'S MASS MEDIA AND NATIONAL DEVELOPMENT
The Role of Information in the Developing Countries, Stan-
ford University Press, 1964.

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Overview

This book grew out of a Unesco report based on case study surveys and meetings of experts during 1960-62, to examine the role of mass media in the economic and social progress of less developed countries (Africa, Asia and Latin America) submitted to the United Nations. Assuming the desirability of free and adequate information, the book is based on a proposition that an adequate flow of information, and in particular the appropriate use of mass media, could make substantial contribution to national economic and social development, which ends up as a conclusion.

Explaining the meaning of "underdeveloped" or human meaning of underdevelopment the book analyzes the role of information in development, identifying what the mass media can do directly and what it can only help to do. It is argued that the developing countries desperately need to mobilize its human resources for the development process to take roots. Schramm says that speedy flow of information is required for the active and informed cooperation of their populace which could be achieved by the full use of modern communication, thus providing a climate for national development. Schramm emphasizes the fact that communication and development have a powerful interaction, affecting each other.

Schramm concludes that except for formal education, mass communication has the potential ability to carry new ideas and skills

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from the modernizing cities to the traditional villages and to build the spirit of nation-ness in a new country and the mass media are swifter than formal education, in serving the adult population.

Evaluation

The book probably written for the planners in the developing countries (and may be change agents), their friends and aiders, scientific and interested readers in the subject, adequately serves its purpose. For me, the information in this mass medium (book) served the information role and teacher's role. The book as an information medium might very well serve the policy function in the decision process of planners (especially the chapter on Building the Mass Media and the appendixes on inventory and communication satellites).

Mass Media and National Development, like any other Schramm's works is well written and provides an easy reading. For a hurried reader the review chapter is short but elaborate and adequate. The chapters on Role of Information, What Mass Communication can Do and Help to Do, in National Development are worth reading by any one, the later chapter perhaps is based on the empirical generalizations of the whole mass media effects research.

The flow of information in the world (between countries and within countries) with elaborate news paper data; the assessment of world communication facilities with lot of appended data and projections for reaching the Unesco minima; the examination of costs and requirements in building mass media systems with an appended basic inventory pattern are the novel features of the book which probably cannot be found anywhere else.

Through the book lots of examples from the three areas of the less developed countries from a variety of authors and sources are used for illustrative purposes (eg: Lerner, Rao, Doob, Holmberg).

Chapter Review

The book has eight chapters and three appendixes in addition to the introductory note.

Introduction: The Human meaning of underdevelopment. Schramm begins with two families, the Ifes of west central Africa to represent a family with incompletely used resources and the Bvanis of Southern Asia to represent a family of limited people (hard to change) in the underdeveloped nations. Schramm uses "underdeveloped" not as a pejorative term. The problem of mobilizing human resources, the role of mass media as information multipliers for the required amount of information and learning in development is emphasized.

Ch1. The Role of Information in National Development. Schramm presents a close look at the relation of mass communication to economic and social development making use of Clark and Fourastie's sectoral model of development making to analyse his observations. He says efficient communication is needed to help modernize the primary sector where ancient agriculture and subsistence economies must give way to new; to help teach the new skills required for the industrial sector, to help in the gigantic task of education where schools and teachers and materials are in short supply, above all, to help provide the "climate" of modernizing. Schramm talks of communication as the basic social process in any society and information serving the watchman role, policy role and teacher role. The four cases of Lerner (Middle

East), Rao (India), Holmberg (Andes), Doob (Africa) indicating the importance of mass media in development are presented.

Ch 2. Flow of Information in the world Schramm analyzing the flow of news, persons and personal messages, informational materials between countries finds imperfect links, because international news agencies, world store of technical information, information materials and equipment are all centered in the most developed countries. News and information consequently flows unbalanced.

Within the developing countries, the flow of information already too slight, greatly thins out as it moves from the cities (elite) toward the villages (masses), and still more as it feeds back from the villages to centers. Where it is most needed, there it is least available.

Ch 3. How the Mass Media are Distributed in the world. Comparing the mass media facilities and supporting services Schramm concludes that the less developed countries have less developed mass communication systems (Newspapers, Radio, TV, Films) also, and less development in the services (Electrification, Newsprint, Schooling, Literacy) that support the growth of mass communication.

Ch 4. What Mass Communication Can Do, and What It Can Help to Do, in National Development: Explaining social change, ^{or} Needs-Opportunities - Decision and Action Schramm begins to spell the requirements for effective use of the media in accomplishing change.

Ch 5. The Mass Media in the Great Campaigns. Schramm noted how the mass media are being used effectively in some of the development campaigns- agriculture (demonstrations in "package" program, radio forums & TV clubs in various countries), Health (films, radio),

Literacy learning (print, radio, television), Formal education.

It is said that the results come less often from the impact of single messages or a single medium than from a succession of impacts of related messages and cooperating channels i.e using whole information system.

Ch. 6. Communication Research as an Arm of Economic and Social Development. The usefulness of communication research in providing feedback to guide the use of mass media and planning of development messages and campaigns (to avoid "juggling knives in dark") was discussed at length stressing the high "pay off".

Ch 7. Building the Mass Media. Schiham discusses some problems and ways of building up the mass media in a developing country - costs, planning of measured growth, training skilled workers, providing material and equipment, developing individual media (what to use radio for, aiding small local newspaper, whether to put in TV, integrating media with personal communication). It was argued that mess media development costs are comparatively modest.

Ch 8. Review and Recommendations. The chapter is a book review along with 15 recommendations for the developing countries and their friends and aiders. The recommendations go like this.

1. A developing country should examine the flow of development information ~~go like this~~ within its borders (p.253)

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15. Countries should share their experience in using the mass media and other information channels to speed economic development and social change. (p.269)