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 Beltrán S., Luis Ramiro (1969) **The roles of communication in modernization: comparative summary of communication's roles in development as proposed by Pool, Schramm, and Rao.** East Lansing, Michigan State University. 4 p. (Taken from: Beltrán S., Luis Ramiro. Communication and modernization. Unpublished thesis for the degree of M.A. East Lansing, Michigan State University, 1968. pp. 43-48).

COMMUNICATION 300 -- Summer 1969  
 THE ROLES OF COMMUNICATION IN MODERNIZATION\*\*

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 PP-AI-012

Comparative summary of communication's roles in development as proposed by Pool, Schramm, and Rao.

Roles	Pool	Schramm	Rao
1. To create, in people's minds, pro-development images of:			
(a) the entire world as one community	*	*	-
(b) the already modernized portion of the world:	*	-	-
(c) life as subject to deliberate change	*	*	-
(d) what it is to be cultured and educated so that people will want to be literate, scientific-minded, etc.	*	*	*
(e) the possibility of economic growth.	*	*	*
2. To promote a willingness for planning and operating on a large stage.	*	*	*
3. To foster the formation or consolidation of a national consciousness.	*	*	*
4. To produce identification with new symbols, objects, and situations.	*	*	*

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\* An asterisk indicates consideration of the communication role specified.

\*\* Taken from Communication and Modernization: Significance, Roles, and Strategies, by Luis Ramiro Beltrán S. An unpublished thesis for the degree of M.A., Michigan State University, East Lansing, Michigan, 1968. Pp. 43-48.

Table 1 (contd.) Comparative summary of communication's roles in development as proposed by Pool, Schramm, and Rao.

Roles	Pool	Schramm	Rao
5. To provide an organ of expression for development promoting individuals and groups.	*	*	-
6. To disseminate facts and impart some skills demanded by modernization.	*	*	-
7. To aid in inducing to action.	*	*	-
8. To stimulate people to take advantage of new opportunities for improvement.	*	*	*
9. To direct people's attention toward matters, topics, and issues that deserve emphasis.	-	*	-
10. To raise the people's levels of aspirations and to help eliminate fatalism and passivity.	*	*	-
11. To promote acceptance of emerging values and of new norms.	*	*	*
12. To broaden the policy dialogue by promoting popular participation in politics.	*	*	*
13. To confer status to development leaders.	*	*	*
14. To serve as an activator and feeder of interpersonal channels.	-	*	-
15. To affect lightly held attitudes.	-	*	-
16. To slightly canalize strongly held attitudes.	-	*	-
17. To modify, indirectly, very strongly held attitudes.	-	*	-
18. To form, directly, new attitudes, particularly those related with national unity.	*	*	-

\*An asterisk indicates consideration of the communication role specified.



Table 1 (contd.) Comparative summary of communication's roles in development as proposed by Pool, Schramm, and Rao.

Roles	Pool	Schramm	Rao
19. To provide help to all kinds of education and training.	-	*	-
20. To carry by themselves a very large part of the instructional task.	*	*	-
21. To help expand the market.	-	*	-
22. To induce people to realize their existence as a nation and their membership in the world community.	*	*	-
23. To help persons find alternative ways of making a living.	-	-	*
24. To reduce the pressure on land.	-	-	*
25. To raise a family's economic status.	-	-	*
26. To create a demand for goods.	-	*	*
27. To motivate local initiative and entrepreneurship so as to break the business monopolies.	-	-	*
28. To motivate the illiterates to become literate.	*	-	*
29. To help induce parents to send their children to school.	-	-	*
30. To help people find new norms and adapt to changes.	*	*	*
31. To help the masses realize their own power and induce them to gain increased participation in politics.	*	*	*
32. To help the government know about the people's needs and reactions, as well as to help the people know about the government's plans, possibilities and limitations.	-	-	*

\*An asterisk indicates consideration of the communication role specified.



Table 1 (contd.) Comparative summary of communication's roles in development as proposed by Pool, Schramm, and Rao.

Roles	Pool	Schramm	Rao
33. To help a community or nation to achieve power through unity.	*	*	*
34. To help shift influence from age and traditional status to knowledge and ability.	-	-	*
35. To help change the source of social status and of political power from heredity to achievement.	-	-	*
36. To help bring about greater equality and respect for human dignity in the social and in the political spheres.	-	-	*
37. To persuade the traditional and conservative leadership to join the cause of change for modernization.	-	-	*



\*An asterisk indicates consideration of the communication role specified.