

Strength Based Strategies 2006



MEDIA
THE
SOCIAL CONSCIENCE
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COMMON GROUND



MEDIA and EDUCATION

INTERFACING
DEVELOPMENT WITH
MEDIA AND
EDUCATION

PURPOSE???

THE VITAL BALANCE



INTERFACING??

- WHAT IS INTERFACING?
- WHAT DO WE INTERFACE?
- HOW DO WE BEGIN?
- TRANSFORMATION THROUGH INTERFACING.

INTERFACE

- HOW?
- WHY????
- WHO?

INTERFACING

- INTERFACING MEDIA FOR DEVELOPMENT
- INTEGRATED LEARNING BEYOND THE CLASSROOM
- SUBLIMINAL MESSAGES THROUGH ENTERTAINMENT
- PRACTICING LEARNING THROUGH PRACTICAL INVOLVEMENT.

UNLEARN TO LEARN

- **EDUCATION IS A PROGRESSIVE DISCOVERY OF OUR IGNORANCE.**

Will DURANT

UNLEARN TO LEARN

*Individual learn to understand
and transform reality.*

- Education that liberates the individual has to be a conscious act in which the content is understood and analyzed . Paulo Freire

EDUCATION

- Education is the process by which an individual is encouraged and enabled to develop fully their innate potential; it may also serve the purpose of equipping the individual with what is necessary to be a productive member of society.

HOW????

- BEHAVIORAL CHANGE
- ENTRENCHED BIASES REVIEW
- ADVOCACY THROUGH ENTERTAINMENT
- RETHINKING EDUCATION
- UNLEARNING

RECOGNITION OF SELF

- WHY DO WE HAVE TO UNLEARN TO LEARN??
- LISTENING AUDIENCE
- VISUAL AUDIENCE



- ETHICS
- STEREOTYPING
- DIVERSITY
- GLOBAL CITIZEN
- PRIVACY

- **Interfacing education and development through the media is a vitally important aspect that insures learning and enlightenment.**
- **Due to the lack of educational resources we have a very large listening audience and the media reaches all these individuals**

Development communication commonly refers to the application of communication strategies and principles in the developing world. It is derived from theories of development and social change that identified the main problems of development or progress.

SOCIAL CHANGE

- **“A positive change in people’s lives
- as they themselves define such
change.”**
- **CHANGE OR TRANSFORMATION?**
- **KEY TO SUSTAINABILITY**

EDUCATE TO EMPOWER

The Power of Communication to...

- Empower individuals
- Strengthen communities
- Promote community building
- Unleash previous unheard voices



- WHAT IS EDUCATION
- DIFFERENCE BETWEEN EDUCATION LITERACY

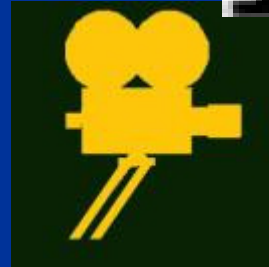
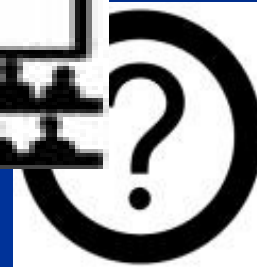
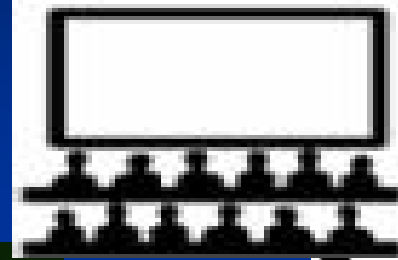


WHO IS THE

MEDIA???

MEDIA

- RADIO
- TELEVISION
- CINEMA
- INTERNET
- PRINT
- ADVERTISING



WHO IS THE MEDIA

- HOW DOES MEDIA EFFECT DEVELOPMENT
- DOES MEDIA PROPAGATE STEREO TYPICAL BEHAVIOR?
- HOW CAN WE INITIATE CHANGE THROUGH MEDIA

OBSERVATION

- Development strategies are designed by individuals sitting above the 20th floor of a corporate building and the cries of the heart are politicized and intellectualized which is why real development fails to reach real people.
- Poverty is relative to geographic regions as we know so when development is initiated one defined design does not function ,I suggest the design to be more elastic so it can be implemented according to need.

RE-THINKING

- DONOR AGENDAS AND REAL ISSUES. E.g. HIV/AIDS vs HEPATITIS
- **Donors or colonials?**
- STATISTICS AND REAL PEOPLE.

RECOMMENDATIONS

- As communicators an initial education and learning about poverty human rights and human development is essential globally. a dev comm. course should be compulsory at colleges globally.
- Emphasis on ethics and morality through communication needs emphasis so that donor dictatorship is curtailed and poorer nations do not feel colonized by the donor agendas.

The ngo sector has created a language of acronyms that is irrelevant to real people. if we desire to reach humanity then a language of the heart is how we should communicate.

- **ENABLE FUTURE GENERATION COMMUNICATORS TO CREATE A DIVERSE DEVELOPMENT DYNAMIC THROUGH MEDIA.**
- **We through the media give an overload of information.**
- **Do we help enlightenening minds?? Do we give positive options as to how information needs to be used to enhance humanity? ORDO WE PERPETUATE STEREOTYPES.??**

MDG's KEY ISSUES?

- GENDER
- REPRODUCTIVE HEALTH
- HUMAN RIGHTS

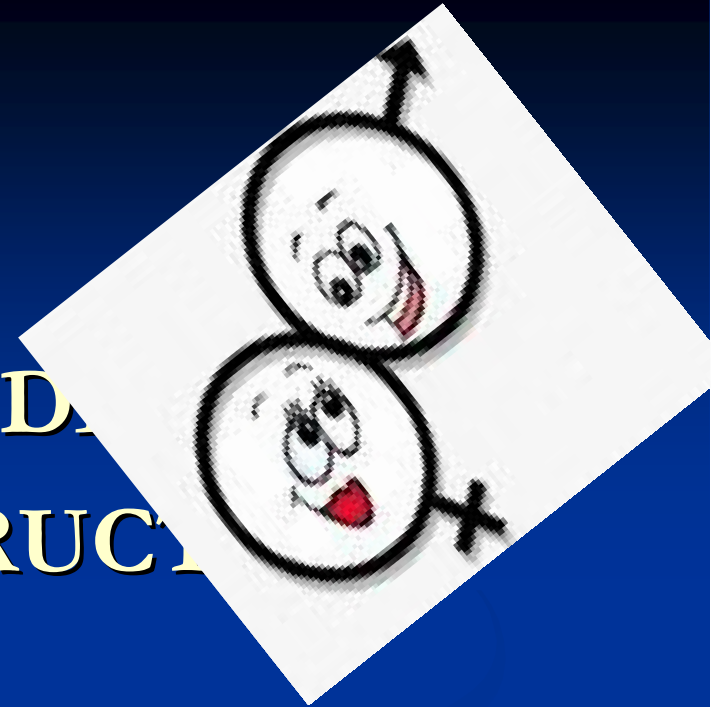


GENDER

- *All human beings carry within themselves an ever-unfolding idea of who they are and what they are capable of achieving.*

'97 International Bill of Gender Rights
The Right to Define Gender Identity

- DEFINITION OF GENDER
- BIOLOGICAL CONSTRUCT
- SOCIAL CONSTRUCT
- REALIZATION OF GENDER IDENTITY
- ENGENDERED LANGUAGE



SEXUALITY

- can be utilized to exert dominance or power over another individual???



ICPD DEFINITION

- Reproductive health is a state of complete **physical, mental and social well-being** and not merely the absence of disease or infirmity. icpd

REPRODUCTIVE HEALTH

- GENDER EMPOWERMENT AND RH
- REVIEWING THE SOCIAL BALANCE
- RECREATING PERSONAL PERSPECTIVE
- RH CONCERN WHICH GENDER
- WHAT DO WE UNDERSTAND BY
RH



BUZZ WORDS

- SELECTION OF LANGUAGE
- EFFECT OF LANGUAGE
- NGO LANGUAGE
- CREATING BUZZ WORDS
- NEUTRAL LANGUAGE AND EMPOWERMENT



HOLISTIC VS STATISTICAL

- LEARNING
- AWARENESS
- WHY HOLISTIC NOT STATISTICAL
- REACH OF HOLISTIC LEARNING
- IMPACT OF HOLISTIC LEARNING
- CONNECTION TO INDIGENOUS PEOPLE

BIASES

- Modern media and film and gender biases HOLLYWOOD, BOLLYWOOD, LOLLYWOOD.
- Advertising
- ANIMATION
- Effects of an engendered media.
- Define non-formal education
- Redefine education through media



RELIGION CULTURE SOCIETY

- ADHERING TO SOCIO-RELIGIOUS NORMS
- WHAT ARE NORMS
- WHO MAKES THE NORMS
- IMPORTANCE OF INDIGENOUS IDENTITY

EQUITY

- CREATING EQUITABLE AWARENESS
- SOCIO ECONOMIC EQUITY
- SIGNS OF AN EQUITABLE SOCIETY



- Development programs try to domesticate foreign concepts, to feed information, to force local populations to accept Western ideas and practices without asking how such practices fit existing cultures. The underlying premise of such programs was an authoritarian conception of communication that stood against the essence of communication understood as community interaction and education.

P FERIER

WHY DEVCOMM

- DEVELOPMENT COMMUNICATION
- NON FORMAL EDUCATION
- SOCIAL AWARENESS
- SELF AWARENESS
- LISTENING AUDIENCE

PLANNING IMPLEMENTATION

- Community development & working w/community groups;
- Evidence-based practice; policy analysis & policy
- Change; advocacy & activism; health communication,
- Social marketing, media advocacy; education not just literacy.

Strategies For Media Education

- Television is manufactured. TV is NOT a "window on the world," or a "mirror of society." It is not accidental, capturing reality when, as luck would have it, a camera happened to be turned on. Television is a carefully constructed by teams of communication workers. *Nothing you see or hear on TV is left to chance.*

DESIGN DEVELOPMENT

- Television has its own unique language. We learn to make sense of television by observing codes and conventions until we understand its grammar, its transitions, and its unique form of narrative structure.
- Audiences are active. Audiences do many things while watching television, but on some level, they must participate in the communication process by making sense of the images and sounds they see on television. **The audience does not always get the same meaning that producers intended.**

*IF YOU DON'T KNOW WHERE
YOU ARE
GOING.....
ANY ROAD WILL DO.*

LEWIS CARROLL

COMMUNICATE
TO DEVELOP!!!

Q + A