The Story of the Larger Grain Borer

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Purpose

- To explore the communication media used in the LGB awareness programme of the Department of Agriculture, South Africa
- To investigate and offer an assessment of the communication approach followed
Data Collection

- A theoretical overview of development communication theory
- A telephonic interview with a member of the LGB National Coordinating Committee
- A review of existing documents at the national Department of Agriculture
Clarifying Terminology

Community

The term ‘community’ for the purposes of this paper and the case study refers to the rural farming community of Malekutu in Mpumalanga Province, South Africa. The community can therefore be regarded a geographic community bound together by common aims, affinity, fellowship, common culture, cooperation and strong bonds
Development Communication

It may be defined as all forms of communication that are used for the improvement of an individual, community or country’s material, cultural, spiritual, social and other conditions
Development Communication Media and Methods

Development Communication Methods and Media, for the purposes of this paper, can be regarded as the physical means of carrying communication messages in development programmes and refer to the capacity to carry information.
Development Communication

Media - First World Countries

- Print Media: bulletins, annual reports, newsletters, magazines, newspaper inserts, etc.
- Audio-visual media: radio, film, television, trade and public exhibitions, radio dramas, etc.
- High-tech media: Internet, new cable television, satellite, cellular phones, etc.
Development Communication Media - Developing Countries

- Interactive and/or participatory media
- Community-based print media
- Community online media
- Development communication media
Development Communication
Media - Developing Countries

Interactive and/or Participatory Media:

Traditional folk media: folk theatre, puppet shows, poetry, ballads, mime, etc.

Oramedia: humour, music, singing, dancing, market places, weddings, funerals, traditional festivals, etc.
Interactive and/or Participatory Media:

Commuter channels: taxis, train stations, bus depots, etc.

Film and video

Photo Novella

Community radio

Community-based Print Media

Community newspapers
Development Communication Media

Existing structures: libraries, churches, schools, etc.

Interpersonal communication: discussions, community meetings, workshops, etc.

Political engagements of key leaders in the country

Field tours and farm walks

Events such as demonstrations
Findings

- Exclusion of community in needs analysis, decision-making, and overall planning
- Extension personnel
- No participation by the community in planning and execution of communication activities
- Communication methods and media restricted to print and audio-visual media
No recognition of the value of traditional and development media in delivering customised communication
Communication Approach

- Mainly top-down
- The participatory potential of the awareness programme is limited due to limited or no consultation with the community
- Failure to engage in information-sharing
- Lacking evaluation (original assessment, implementation, completion)
Communication Approach

- No focus on building of working relationships
- The role of extension personnel can be described as ‘agricultural extension’
- Limited feedback
Guidelines for ‘development’ communication strategy (developed by the community)

ANALYSE THE INTERNAL ENVIRONMENT OF THE COMMUNITY/ACTION GROUP

IDENTIFY THE COMMUNITY’S STRATEGIC STAKEHOLDERS (in the internal and external environment)

IDENTIFY THE NEEDS AND STRATEGIC ISSUES FACING THE COMMUNITY

DETERMINE THE IMPLICATIONS OF THE NEEDS/STRATEGIC ISSUES FOR THE COMMUNITY’S STAKEHOLDERS

DECIDE ON THE DEVELOPMENT COMMUNICATION STRATEGY (what must be communicated to solve the community’s problems/capitalise on the opportunities)

SET COMMUNICATION GOALS (based on the development communication strategy)

FORMULATE COMMUNICATION POLICY (who should communicate what to whom)

CONSULT WITH TRADITIONAL LEADERS/OTHER ROLE PLAYERS REGARDING THE STRATEGY FOR DEVELOPMENT COMMUNICATION

CONDUCT AN OVERALL COMMUNICATION MEDIA ANALYSIS WITH SPECIAL EMPHASIS ON DEVELOPMENT COMMUNICATION MEDIA (which kinds of media best suit the community and its stakeholders)

DEVELOP COMMUNICATION PROGRAMMES/CAMPAIGNS/PLANS (focused on the community and its stakeholders)

(Steyn & Nunes 2001:46)