

## Conclusion

It has been made clear from many accounts that communication for development requires a new perspective. This involves horizontal communication, where local people are involved in the content and process of their media. This approach, described by the Rockefeller Foundation (<http://www.devmedia.org/documents/Position%20paper.htm>), attempts to rebalance strategic approaches to communication and change by taking the overriding emphasis...

Away from people as the objects for change ... and on to people and communities as the agents of their own change

Away from designing, testing and delivering messages...and on to supporting dialogue and debate on the key issues of concern

Away from the conveying of information from technical experts... and on to sensitively placing that information into the dialogue and debate

Away from a focus on individual behaviours...and on to social norms, policies, culture and a supportive environment

Away from persuading people to do something ...and on to negotiating the best way forward in a partnership process

Away from technical experts in "outside" agencies dominating and guiding the process...and on to the people most affected by the issues of concern playing a central role.

This approach is increasingly used in community radio, community TV and telecentres in developing countries. With the advance of technology, digital television seems to be the way forward. The internet is also an important factor used to bridge the digital divide, although the internet can be linked into television and radio broadcasting, as seen by previous examples. The convergence of all three of these is also a likely way forward.

Community radio, television and telecentres all have positive impacts on the community, but which one is better? The answer must lie within each individual community, according to the attitude, environment and needs of the local people. Radio and television at a local level are similar, in the fact that they both present a range of programmes aimed at informing people. Community stations often go a step further by inviting people to comment on the programming, create a programme, or even come down to the station to take part in an event. The telecentre initiative involves a range of media and equipment, aimed more at practical help, or implementing an idea. The telecentre may not be responsible for keeping the community informed, but will give the opportunity for people to take action, for instance by researching a certain subject on the internet, sending an e-mail, or using office facilities.

Therefore, as many sources have advised, a pilot project to assess the audience and the technique will provide a clearer picture of the appropriate media to use in that area.

When comparing radio with television, some sources suggest that radios have a much greater distribution than TVs. However, these figures may be misleading as close-knit communities may view a communal television. As technology changes and develops in the 'north', the people adapt to it. This is also true in developing countries. Therefore, the number of television sets and the use of TV may well increase. Also, if a local TV station begins to broadcast, interest will be sparked, and the audience will increase as they become aware of the new options available.

The local or national licence policies will be different between areas, so this must be researched for each location. As seen by the case of the community TV station in Fiji, problems can arise from licence fees. These kinds of problems are linked in with the priorities and stance of the government. It is therefore difficult to assess whether a project set up in an area of political unrest or with little democracy, will be a success.

As community radio has had a longer period to adjust and develop, it is easier to find the equipment and operating instructions needed. For instance, Mallard radio equipment is particularly suited for hostile conditions in developing countries, but comes at a relatively low price. The provisions for community television are not so well developed, and examples of costs to set up a station are limited. However, existing community TV stations are finding the funding for the running more expensive than local radio.

## Appendix – Websites Used

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<http://www.itu.int/ITU-D/>  
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