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<th><strong>Title</strong></th>
<th>Case studies on using film and television for development communication programmes.</th>
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<tr>
<td><strong>Author(s)</strong></td>
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Case Studies On Using Film And Television For Development Communication Programmes

By

Mustafa Monwar
CASE STUDIES ON USING FILM AND TELEVISION FOR DEVELOPMENT COMMUNICATION PROGRAMMES

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Introduction & scope

To start with,
“all of us will be better listeners, writers, speakers editors, artists and broadcasters if we fully understand what takes place when people communicate with one another”, In communication context it is important that how well did I communicate”, in sharing information, knowledge & experience, but in terms of development communication is, that, “did I get intended results? — a response or feedback on the topic.

In the Asian perspective, the role of mass communication, specially the development communication has distinct and diverse impact on audience. During these days, importance and interest in mass communication channels are increasing in a substantial rate in the third world countries.

Bangladesh, the emerging nation with great potentiality. In Bangladesh, TV started on 25 December, 1964 and it has 08 relay stations covering whole of the country. Bangladesh Television (BTV) functions on the premises of community education, social change and rural development. In this context main purpose centres on skill-knowledge - attitude (S/K/A) transfer so that the target audience can ‘act on information’ they received (annex. 1).

Development Communication - “the planned and systematic use of communication resources and system both mass and interpersonal, to achieve goals of social and economic development and change”.

Development Communication has to do with the getting, organizing and multi-level exchange of needed information, using interpersonal and mediated means of social interaction. It also deals with the circulation of knowledge, ideas, innovations and other facts within a developing society and its various sectors.
The precis function of audio-visual communication (TV & Film) in the context of development is to inform, educate and motivate mass people to accept new ideas and social practices in order to increase knowledge, skill and bring changes in attitudes — thus to life.

Traditional studies of communication suggest that human expression is generated by three principal objectives: information, entertainment and persuasion.

The development communication works on the minds of the audience seeking to influence their attitudes and thereby their actions the basic criteria of successful communication - it must be seen, understood, remembered and acted upon. As we know, that the communication in its broadest sense is individual and collective activity of exchanging facts and ideas within any given social system. Therefore, the present television programmes of BTV aims at disseminate information, motivate people, to create a forum to discuss on public issues and integrate people to serve or ‘sell’ the cause of development.

**Bangladesh scene**

The TV programmes first captures its audience and than relaxes it to the extent - its appeal is personal, intimate and dramatic. Take the example of BTV's "Ka-ar-Kha", - the education impact of the programme is significant, it can be used for changing behavioural pattern of the audience. It provides children with a stimulus for learning in their own natural environment. (This programme awarded a special international prize in 1977, Japan) (annex-2).

The present generation is TV generation - the electronic communication or TV. enviroment - “have the same king of sensory reactions as African tribesmen. The same thing is happening all over the world. The world is growing into a huge tribe a ‘global village’, in a seamless web of electronics” (Tom Wolfe). In this connection we refer various traditional media of Bangladesh, such as various types of folk songs (jari, sari, kabigan, ghambira, lalan geeti etc.) folk tales, jatra a popular theatre in rural settings, and puppet show etc. TV - visual culture which created a ‘tribal village’ to live in or as McLuhan has said, ‘we live in a single constricted space resonant with tribal drums”.
The ‘Ka-ar-Kha’ programme providing locally directed learning experiences for pre-school children. It could create an especially effective learning environment with puppet. The rationale for using television to deliver early childhood education is well recognized, its appeal, popularity among children, accessibility, capacity to offer visual effects and sound relevant instruction and promotion of cultural values.

Puppet and animation

Majority of people of Bangladesh live in rural areas and its low level of literacy and absence of meaningful social learning process where mass media (TV/Film & extension worker) can play a great role for transmission of social heritage.

In this context, story telling, puppet-show, animation and shadow puppets and various special effects can play a vital role into the socio-economic matrix using these techniques which utilize the nature and capability of video.

In Bangladesh, advertisements and rural development programmes are using this formats to reflect the cultural and social values. Various development messages such as on health-nutrition & public issues (ads. on ORS, child blindness and voting rights etc.) with simple puppetry and visual effects are successful. Through larger scale quantitative method such as knowledge, Attitude, Practices (KAP) surveys and indepth-interview studies shows its results.

BTV telecast various development programmes on health, family planning, agriculture, rural development and education. Table showing below the percentage of programme composition (annex. 3)

Social marketing strategies can be employed to inform largest audience about the new ideas & concept of developments. Techniques for fostering participation include a wide array of mass communication channels to promote developmental need and new ideas, such as primary education, EPI programmes etc.
Film

Cinema is a major entertainment medium in Bangladesh - and it is popular with all social classes. A film production facilities complex was established in 1957 which helps to produce various feature films, for free lance producers most of these productions aim at commercial exploitation and cheap entertainment. But it has failed to produce development oriented or deep rooted cultural heritage of people in feature films. The first Bengali film was released in 1958. Bangladesh has a total of 600 movie houses with a seating capacity of approx. -3,000m seats allowing nearly 1m. people to enjoy a film daily.

There are few films produced as far which can be termed as development communication programmes. A short film on family planning 'Amra Dujon' (together) where shows how a couple overcomes traditional habites and adopts family planning. In the film, 'Sonamoni' finds the same couple with their first child who becomes ill, they give ORS and the child survives.

Formats

Educational and motivational programmes for sustainable development have variety of formats to choose, but in Bangladesh considering viewing habits & opinion following formats are useful, such as:

- advertising spots / jingle
- tele-drama / serials
- feature - lengths films
- educational / training
- documentaries
- and success stories / news coverage
- public service announcements.

Limitations / barriers

It is needless to say that while producing programmes on development communication issues there are various limitations which hampered the imagination and creativity of broadcaster in most of the third world countries.

In our context these are the limitations prevailed in our past administration:

- less accessible
- propaganda orientated
* low credibility
* costly
* restricted (state run media)
* revenue dependent
* supply driven (govt. progs.)
* pedagogical approach
* mono-sectoral
* poor performance

As a cumulative effect producer and management faces programming objectives clash, confusion, protest which naturally create a disaster.

### Strategy

Can these media affect behaviour? Everyday many people watch TV, video & film, commercial producer spend lot of money on advertising - but changing behaviour in difficult, human behaviour change is gradual step by step process dependent on a person's experience and perception of the personal importance of the change, opinion leader and communicator with his positive intention dumped due to organisational failure.

Research findings support that for immediate change for development is subject to certain conditions such as:

a) design to reach specific audience
b) source credibility
c) popular media
d) appropriate and relevant message, containing novelty, telling what, how and when
e) coordinated with services and supplies
f) evaluation.

Bangladesh has given high priority to development of human resources. Main objective of the national development plan is to prepare man of tomorrows and growing concern about poverty and employment. Bangladesh is predominantly agricultural, nearly 85% of its population living in rural areas. The literacy rate is also very low, therefore, mass-education and transfer of programmes on appropriate technology are very important.
NGOs/ private sector:

In the rural areas NGO's are doing valuable services. BRAC (1972) is involved in education, health and other areas of development in the country.

Grameen Bank (1976) (an action research project of Chittagong University), gives loans to the landless and assetless rural people for income generating activities.

Success of these NGO's are primarily for their nationalist outlook, service to the community and their pervasive extension work. Interpersonal channel acted very effectively and thus they earned credibility in the society.

I like to cite an example to compare with propaganda, and persuasive communication, for establishing only 4 primary schools by the past Govt. took a lot of valuable broadcasting time for their egoistic satisfaction, on the other hand, BRAC established about 4000 schools for rural children without any help from broadcasting media.

Research / findings:

Research team of National Institute of Mass Communication (NIMC) made some studies and evaluation on mass educational programmes of BTV (TV coaching, mass education prog. etc.) here are some of the observations and remarks. Though the BTVs educational programmes is only 4.60% of its telecast the research findings of NIMC stressed on following remarks:

1. majority of respondents wanted educational programmes to be more useful so that they gained knowledge through these programmes.
2. though, the reasonable number of illiterate adults have access to the programmes but most of the programmes are not designed according to their needs.
3. presentation and contents are relatively attractive and relivent.
4. suggested, to increase the duration of the programmes
5. suggested, that TV programmes should serve as educational aids.
Conclusion

It is said TV programme utilize visual action more then the content of the programmes. Content and organization is equally important in TV presentation. We often hear that a picture is worth thousand words but it also true that a word is worth thousand pictures.

In this socio-economic situation a demand-generation-communication campaign may be useful where multi-media approach is applied. Popular persuasive developmental messages will bring positive results. Well-researched communication campaign which are entertaining as well as educative seem to have the greatest impact.

Following steps may be adopted in the integrated mass media campaign:

1. analyze the situation and needs
2. design the project
3. develop, pretest and produce the messages with local cultural bias
4. implement and monitor
5. evaluate.

TV, video and film can bring communication revolution by bringing developmental messages to life. These visual electronic media engage therein audiences to learn. The capacity of the human constitution has been extended to infinity overcoming even the basic barriers of space and time.

References

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* Development Communication report : USAID, USA.
* Development Communication : AIBD / AMIC manual, Singapore.
* Broadcasting Communication Research Reports, NIMC, Dhaka.
### International Awards won by BTV (1964 – 1989)

<table>
<thead>
<tr>
<th>Programme</th>
<th>Producer</th>
<th>Award</th>
</tr>
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<tbody>
<tr>
<td>'KA-AR-KHA'</td>
<td>Mrs. Sakina Sarwar</td>
<td>Japan &quot;Special International Prize&quot; – 1977.</td>
</tr>
<tr>
<td>(Childrens Programme)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;PANTA BURI&quot;</td>
<td>Mr. Kazi Quyyum</td>
<td>Japan &quot;Special International Prize&quot; – 1979.</td>
</tr>
<tr>
<td>(Childrens Programme)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;HASHI-KHUSHI&quot;</td>
<td>Mr. Al-Monsur</td>
<td>ABU Prize – 1981.</td>
</tr>
<tr>
<td>(Childrens Programme)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;LATHERISM&quot;</td>
<td>Mr. M. Hamid</td>
<td>National Film Award</td>
</tr>
<tr>
<td>(Documentary)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;SURVIVAL&quot;</td>
<td>Mr. A.A. Mamun</td>
<td>Graprix Futura/Transtel-1983, FRG.</td>
</tr>
<tr>
<td>(Drama)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;TOMADER JONNO&quot;</td>
<td>Miss. Khaleda Fahmi</td>
<td>RADUGA – 1983</td>
</tr>
<tr>
<td>(Vocal songs by Runa Laila)</td>
<td></td>
<td>U S S R</td>
</tr>
<tr>
<td>In Recognition to the Comprehensive Coverage of 1988 Flood in Bangladesh</td>
<td>BTV-News</td>
<td>ASIAVISION AWARD – 1988/ Australia.</td>
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BTV'S PROGRAMME SEGMENTS (FOR 1989):

<table>
<thead>
<tr>
<th>SEGMENTS</th>
<th>PERCENTAGE</th>
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<tbody>
<tr>
<td>Religion</td>
<td>6.25%</td>
</tr>
<tr>
<td>Education</td>
<td>4.60%</td>
</tr>
<tr>
<td>Children</td>
<td>6.70%</td>
</tr>
<tr>
<td>Drama</td>
<td>6.30%</td>
</tr>
<tr>
<td>Music</td>
<td>7.00%</td>
</tr>
<tr>
<td>Dance</td>
<td>4.00%</td>
</tr>
<tr>
<td>Science &amp; Technology</td>
<td>1.65%</td>
</tr>
<tr>
<td>Health &amp; Family Fin</td>
<td>4.77%</td>
</tr>
<tr>
<td>Magazine</td>
<td>2.85%</td>
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<tr>
<td>Development</td>
<td>5.40%</td>
</tr>
<tr>
<td>Sports</td>
<td>6.35%</td>
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<tr>
<td>News &amp; Current affairs</td>
<td>15.80%</td>
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<tr>
<td>Announcement &amp; Slogans</td>
<td>2.33%</td>
</tr>
<tr>
<td>Commercials</td>
<td>5.00%</td>
</tr>
<tr>
<td>Foreign Films &amp; Video Tapes</td>
<td>21.00%</td>
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Percentage of BTV Programmes:

a) Local Programmes : 79%
b) Imported Programmes : 21%
   (Films & Video Tapes)

PROGRESSIVE YEARLY TRANSMISSION:

- **1964-74**: 3 Hours Daily
- **1975**: 4 Hours Daily
- **1976-77**: 5 Hrs. 30 minutes daily
- **1979**: 6 Hours Daily
- **1980**: 7 Hours Daily including 2nd channel Transmission.
- **1981**: 13½ Hours daily including 2nd channel & Morning Transmission.
- **1982**: 10¾ Hours daily including 2nd channel Transmission.
- **1983-89**: 7¾ Hours daily including Friday extended Transmission.

Present Weekly Transmission:

53 Hrs. 45 minutes