<table>
<thead>
<tr>
<th>Title</th>
<th>The development of communication for rural development: an opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Silpachai Bijayendrayodhin; Thianthai, Chuta; Krong-Kaeow Sirivareves</td>
</tr>
<tr>
<td>Date</td>
<td>1981</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/463">http://hdl.handle.net/10220/463</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
The Development Of Communication For Rural Development:
An Opinion

By

Silpachai Bijayendrayodhin,
Chuta Thianthai
&
Krong-Kaeow Sirivareves
The Development of communication for rural development

An opinion

by

MR. SIRIPONG PACHAIRA COOHN
Post and Telegraph Department
Ministry of Communication

ASST. PROF. CHUTA PHUCHAI
ADVERTISING AND PUBLIC RELATIONS DEPARTMENT
FACULTY OF BUSINESS ADMINISTRATION
RAMKHAMHENG UNIVERSITY

MISS KRONG-KALON SIRIVAREES
HEALTH EDUCATION DIVISION
MINISTRY OF PUBLIC HEALTH

Prepared for the EMCI/AMIC/BJMC of Conference
Communication on Policy for Rural Development
March 2 - 8, 1981
The Development of Communication Policy for Rural Development

What is communication?

Communication can be categorized into three categories:

1) Transportation of goods and people
2) Telecommunication and postal services
3) The dissemination of information:
   a. Mass media.
   b. The distribution of relevant information through specialized channels or media, i.e., local public health officials or trained village leaders, etc...

What is rural development?

Rural development could be simply stated as the process of improving the quality of life of the rural populace, or to be more definite...to enhance the scope of human development without or with the least disrupting effects. In order to arrive at the above objective we must consider the following criteria:

I) The development must be able to meet the demands and requirements of each individual community.

II) The development must be in complement with the existing local conditions.

III) The development process must be easily initiated and maintained, to preserve the dignity of all concerned. The next question is how to develop communication policy for rural development?

Before answer could be formulated, following points must be considered and agreed upon. It must be admitted that the present society tend to place any faults resulting from not well-developed software to be due to the lack of sufficient hardware. To those who are hardware oriented, we need not stress the point that the basic cost of hardware is decreasing at almost exponential rate, whilst the development of software is lacking far behind, and the cost is increasing at an alarming rate. This is because of human factor, since it needs human to develop software. Good software must be
end result as planned. The development of communication policy for
and result as planned. The development of communication policy for
rural development is in other words, the development of software.
 Whilst the communication zone are the hardware.

So far, this seminar has discussed mainly the aspect of software,
or used in software as such as academic or experts' language, but 

terminology that a telecommunication or advertiser like wireless
families to follow or understand.

Now to answer the question of how to develop communication for
rural development. One of the many approaches will be present in
this opinion is that we must first of all carry out following
researches:

a)

1) To carry out survey or research so that the country
 could be divided into a number of zones according to the similarity
 of the difference in socio-economic background, traditions, and
 problems.

2) To study the pressing problems or urgent demands so
 that the order of priority could be given.

Perhaps a note of here would be appropriate, that in
 carrying survey of research a group of people should not be neglected.
They are the Phan Yai Ban (Village head men) and Kamnan (Chief of
community). Because generally there is always a communication gap
between researchers and rural people, especially in outlying
districts. Then the local abbots and local school principals must
also be consulted on matter regarding to traditions and problems.

b) To formulate development plan for each particular zone
 utilizing to maximum the local talents and products, in other words,
the plan must be tailored according to the needs, the demands of that
zone.

He believed that formulation of plan should be done at Amphur
(district) level and should not be above changwad (province) level.
Otherwise too many foreign elements or ideas will be injected into it,
causing the plan to be ineffective or end results deviated from those
planned.
c) Once these three steps have been completed, the demand for communication plans will show up quite clearly without any further efforts.

This step, out of technical knowhow necessity, may be permitted to be carried out in any proper centers.

In finalion with this conclusion, one must bear in mind that communication-and in all developing countries, the problem is how to provide any communication means in most the demand, which in different from the developed our series, in that a service must take effort to find the demand of customers, or to forecast the trend of future requirement which at present is at estimation point.

Ladies and Gentlemen, we must confessed that we are so surprised as you all in arriving at this strange conclusion. But we regard the problem of the development of communication for rural development to be similar to an eternal effort of trying to answer the problem of which should come first ..... an egg or an hen.

Ladies and Gentlemen, we thanks you very much for your indulgence, and anticipate your reaction and comments!
EXAMPLE
RURAL COMMUNICATION POLICY WORKSHEET

GENERAL PROBLEM STATEMENT: Rural citizens are cut off from urban centers and each other and do not have the means to solve their own problems or participate in national development.

GENERAL POLICY STATEMENT: Rural citizens have the same right to communication resources as urban citizens.

SPECIFIC POLICY STATEMENT: Provide basic telephone service to 50% of all rural families by 1987.

SPECIFIC POLICY ACTION: Appropriately $10 million dollars from the world Bank by 1983, to be applied to the purchase of 5 million telephone sets to be distributed free of cost to rural families.
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
<table>
<thead>
<tr>
<th><strong>GENERAL PROBLEM STATEMENT:</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>GENERAL POLICY STATEMENT:</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>SPECIFIC POLICY STATEMENT:</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>SPECIFIC POLICY ACTION:</strong></th>
</tr>
</thead>
</table>