

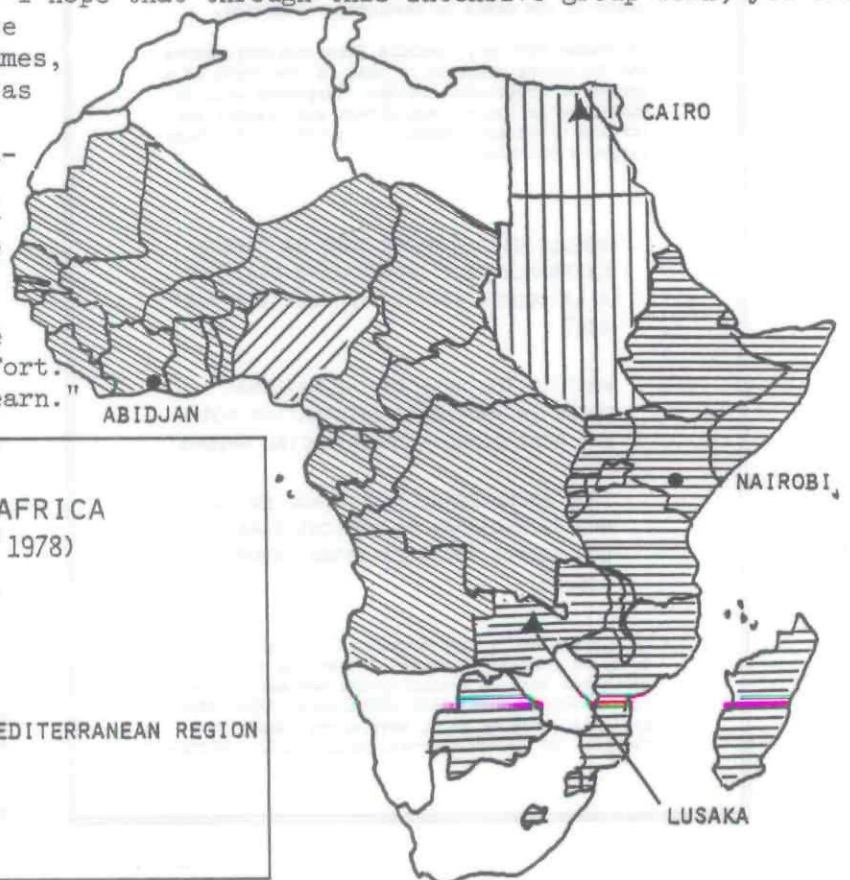


Project Support Communications **Newsletter** • Information Division, UNICEF, New York, N.Y. 10017

## CLOSE-UP ON AFRICA

*In his address to a group of 53 communications specialists representing 19 African countries, Charles Egger, Deputy Executive Director of UNICEF (Programmes), expresses his views on the changing attitude of UNICEF policy makers towards communications in support of development programmes. Mr. Egger was a guest speaker at a ten-week training programme in Nairobi, "Communication for Social Development." (See pages 4 and 5).*

"We at UNICEF have come to recognise the importance of communications in programmes. We feel that every country has its own way of communicating. In helping to provide basic services, we have moved toward decentralisation and greater involvement with governments and volunteer agencies. With our Basic Services approach, communication is an essential element. We cannot have this process without reaching out and listening to people. You, the participants in this course, play an important role. Your exchanges and discussions will lead to better understanding among all of us. I hope that through this intensive group work, you can tell us how we have to use communications in programmes, not as a speciality, but as an integral part of our contribution to the development of your countries. We consider this work important. We would like to keep evaluating our messages. We want to learn from you. Tell us what we can do to improve our effort. We still have a lot to learn."



## VILLAGE WISDOM

*A condensation of a paper by Boubacar Sock, PSC officer-Nairobi, previously with Radio Senegal.*



### THE NATIONAL PRESS: WHAT ARE YOUR VIEWS ?

In some countries it is the voice of the government. In other countries it is a government unto itself. The national press-- from the unblinking eye of the camera to the flooded air waves and rolling presses-- affects all of us every day. At UNICEF we have become increasingly aware of the power of the media in developing countries.

Programme Officer, Franklin Rakotoarivony, poses the following question in what is the first of a series of occasional columns. Responses will be published in future newsletters and readers are invited to submit comments or questions on other subjects of interest.

QUELLE EST LA PLACE DANS LA PRESSE NATIONALE DE L'INFORMATION DESTINEE A LA COUCHE SOCIALE LA PLUS DEFAVORISEE?

WHAT IS THE ROLE OF THE NATIONAL PRESS IN PROVIDING INFORMATION FOR THE MOST DISADVANTAGED SOCIAL GROUPS?

CUAL ES EL ESPACIO ASIGNADO EN LA PRENSA NACIONAL DE NOTICIAS PARA LOS GRUPOS SOCIALES MENOS FAVORICIDOS?

This question is very broad and you may wish to focus on your experiences of what the role of the press has been in communicating messages of benefit to children and your ideas about experimental projects, such as rural newspapers. Send your comments to PSC Newsletter, Room A-6233, UNICEF-NY.

Secret codes hidden in the languages of Senegal are adding a special flavour to government information radio programmes.

In an effort to establish a dialogue between the government and farming and fishing villagers, pretaped recordings of local listening groups have been broadcast three times a week since 1968 in every national language.

But to the surprise of those who planned the series, more is coming across the radio than just a discussion of agriculture, dairy and fishing programmes.

As members of a society with a strong oral tradition, Senegalese peasants are concerned about maintaining the purity of their native tongues.

The Wolof language, for example, expresses philosophical concepts and rules of conduct in an extremely pithy and vivid manner and has a secret code of sounds for communicating messages that can be understood only by those intimately aware of the particular code. Government technicians, after a long stay abroad, often forget these intricate codes.

Wolof-speaking peasants then use the secret codes in recordings made in the villages, in order to communicate with other peasants in a very subtle manner. The messages sent are often critical of officials and government policies, and the unaware radio moderator becomes the victim of a game which he himself has organised. If he does master the code, however, he can make use of it to improve communication with his audience and increase the persuasive power of radio.

This unique series, called Radio Rurale, is playing a part not only in stimulating an important dialogue between the government and peasants concerning modernisation, education and health care, but is also helping preserve the rich Senegalese culture.

The Yolof have been deeply influenced by the Arabo-Islamic civilisation. This gives music, humour and folklore different meanings from those given them in Western societies. The Yolof listening groups contain mostly adults concerned with practicing their religion who require an atmosphere of composure and serenity. By testing and evaluating a number of broadcast formats, pro-

grammers succeeded in keeping out all entertainment elements considered vulgar by listeners and replaced them with appropriate symbolic sounds, quotations, maxims or proverbs.

Along with gains, though, there has been some loss. Boubacar Sock, a PSC Officer in Nairobi who formerly worked with Radio Senegal writes:

"Singing in the traditional context could be regarded as a sort of drug that enabled land workers and warriors to excel. They sang of the land, the wind, the clouds, the rain and so on. Now that technical equipment is replacing traditional tools, the peasants are ceasing to sing and are thus abandoning an important aspect of the philosophy of their environment.

"We asked an old peasant to tell us what he thought of the silence that the new context tends to impose upon land workers.

"His reply was unexpected: 'Singing was a sort of stimulant that gave us extra strength to overcome the hostility of nature. Using modern equipment, it's obvious that the extra effort is no longer needed. But what we do find is that we old people, who were in direct contact with nature, are fitter than young people today.'

"In general, the peasants think that he who loses direct contact with nature and the natural can exist but cannot really enjoy a healthy and stable life."

Educational radio, especially the dialogue programmes with their flexible and open nature, appear to be playing a positive role in smoothing the way to modernisation in Senegal.

"Educational radio will be all the more effective," Sock concludes, "as its programmes are adapted, as we have seen, to the needs of the public and are discussed by the listeners. Moreover, the relative freedom of expression allowed to the audience not only does not risk creating new problems but is in fact necessary to increase the rate of growing awareness of new demands.

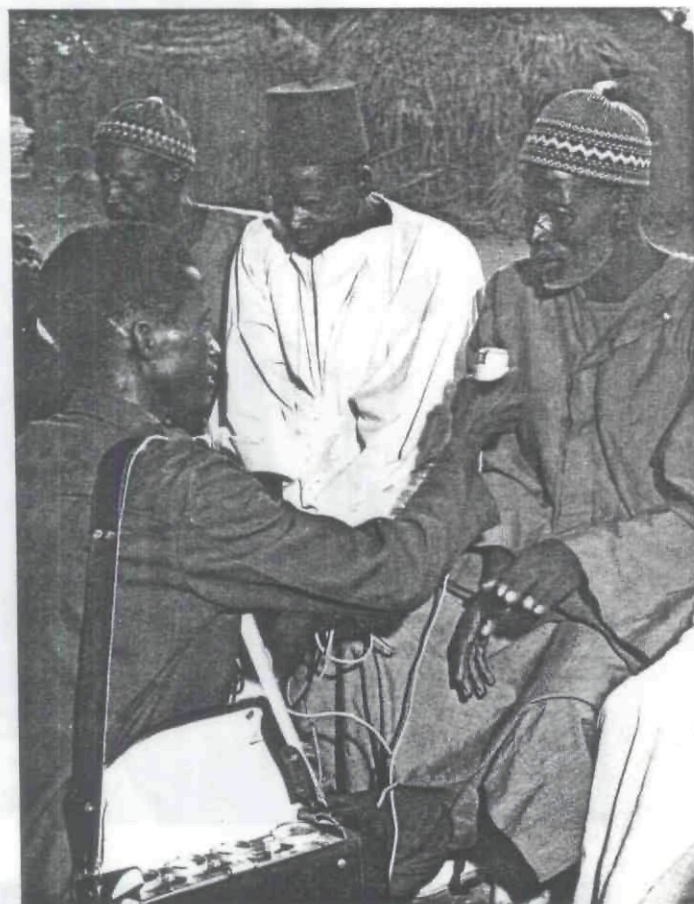
"The primary object of rural education in the context of the newly independent African countries should not consist in offering the peasants ready-made recipes, even if they have been proven elsewhere."

"It is rather to teach them to define their aims judiciously in a realistic spirit and help them, the peasants, to get an overall idea of their problems, realise the

resources within their grasp and find ways of solving their difficulties and attaining their objectives within the present circumstances.

"In the end, what we are trying to do is to give life and soul back to the energies whose expression was prevented by colonialism, and enlist those energies to serve the enlightenment of a socially and culturally developed new society."

Copies of Boubacar Sock's "Senegalese Experience in Using Radio Broadcasting for Animating and Educating Basic Communities with a View to Development," are available through PSC-New York.



"Thanks to radio, we can talk to our government from under the shade of our trees."

# COMMUNICATIO

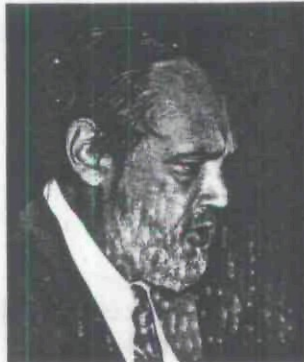
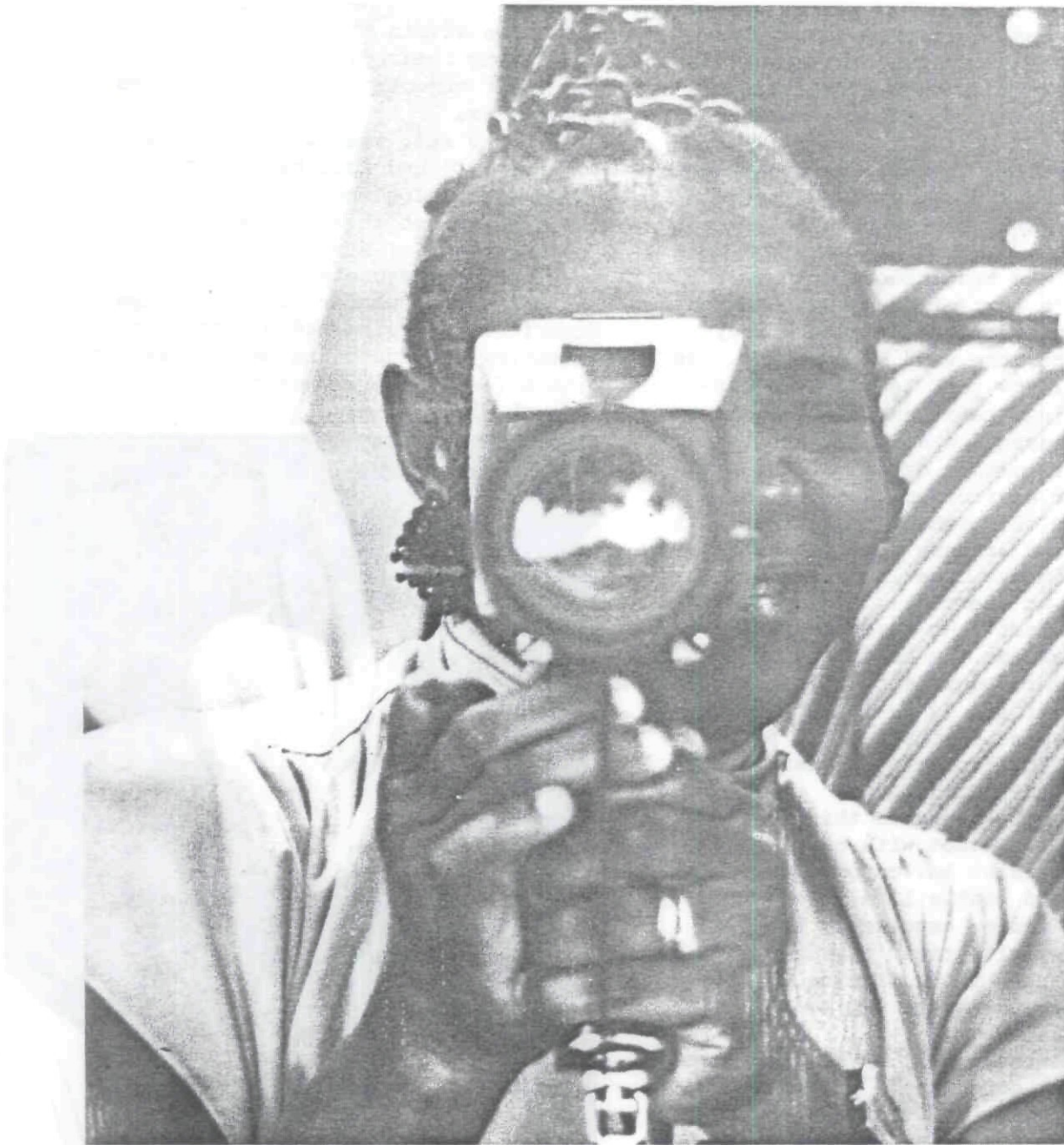
A residential study progra  
(7th February - 6th April

**FOCUS ON AFRICA** (left)  
Mrs. Bernadette Cole, a S  
learns to use a 1/4" videot  
during the training progr  
ger's point of view and dr  
government agencies.

**THE FINISHING TOUCH** (below  
Roy Sharpe, a graphic desi  
sion, observes the board t  
McBean.

**THE REAL WORLD** (below righ  
One group of programme par  
with leaders, listened to  
most urgent need-- water s  
to visit the Karen Village  
of the visit, the villager  
made from burlap, grass, m  
case in the "transfer of t  
ence . . . including Coke

**EAST MEETS WEST AFRICA** (ab  
Ato Fanta Makonnen of Ethi  
the complex communication  
"Modelia."



Mera

# IS FOR SOCIAL DEVELOPMENT

held in Nairobi, Kenya  
(1978)

Information Officer from Sierra Leone,  
camera. One excellent videotape produced  
explored extension work from the villa-  
satised the need for co-operation between

ner for Zambia's Food and Nutrition Commis-  
techniques of UNICEF graphic artist, George

Participants visited a nearby village, talked  
their concerns, helped them identify their  
prage-- then invited members of the village  
Technology Demonstration Unit. As a result  
hired a local artisan to build water jars  
and cement. It all seemed like a textbook  
chnology," but it was a very real experi-  
and roast goat.

(see right)  
Aida Gindy and Joseph Aveyireh of Ghana analyse  
problems of an imaginary country called



## A MEETING OF MINDS AND RESOURCES

This training programme was organised by the UNICEF Eastern Africa Regional Office in co-operation with UNESCO and IPPF with the assistance of the University of Chicago's Community and Family Study Centre.

(From left to right are: Dr. Mugo Gachuhi-UNESCO; Dr. Frank Nabwiso-IPPF; John Balcomb-UNICEF; Aida Gindy, EARO Regional Director-UNICEF; Revi Tuluhungwa-UNICEF; Sylvester Kwackye-University of Chicago.)

Photos by E. Thorning

## RADIO IN LESOTHO: WHO'S LISTENING ?

Is radio the best way to reach villagers? No, not always.

A radio listening survey in Lesotho points out that while "it is often said in favour of radio that it provides a means of communicating with illiterates, in fact, radio in Lesotho has an audience largely composed of people who can read. Of the few people who had listened to an adult education programme in the previous week, not one was an illiterate. This is not to say, of course, that illiterates cannot or will not learn from radio. But one cannot assume that one is communicating with illiterates simply because one uses radio."

Maurice Bryan, UNICEF-Lusaka, attributes this finding to the economics of radio broadcasting in Lesotho. Although literacy levels in rural Lesotho are surprisingly high, around 55%, many illiterates simply can't afford to buy radios.

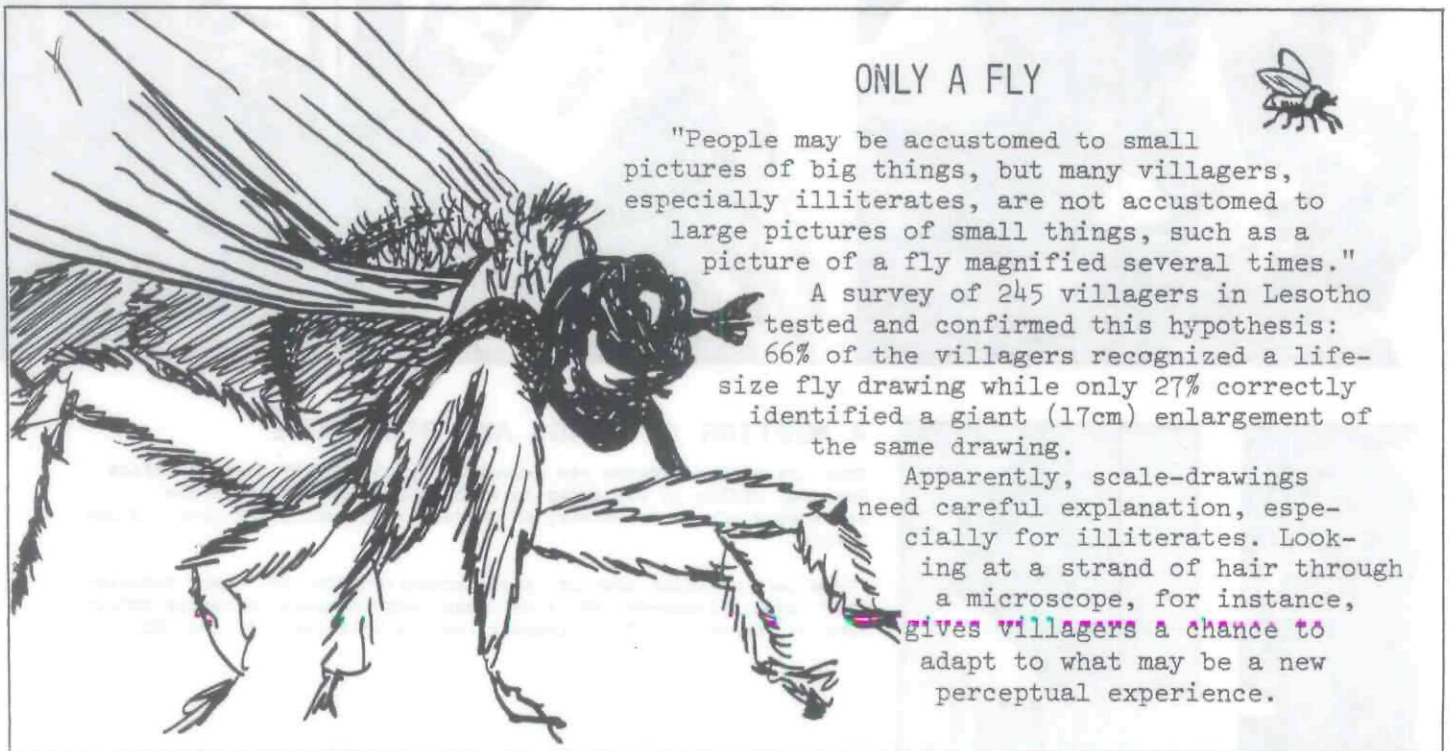
"The kind of receiver needed to get Radio Lesotho's weak, sporadic signal or South Africa's relatively stronger signals costs around \$50, which is also the price of a good blanket," Bryan said. "Given Lesotho's altitude and cold climate, it is to be expected that few people would wish to wrap themselves in a radio set."

The influence of the Republic of South

Africa on communications in Lesotho is not restricted to the air waves. According to "Understanding Print," a study conducted by the Lesotho Distance Teaching Centre, women in Lesotho tend to be more literate than men, although UNESCO figures show that the reverse is true in almost all other developing countries. Many of Lesotho's adult men are working as migrant labourers in South Africa and since, by tradition, only males are allowed to tend the family livestock, the herding is often left to young boys. Tending livestock is a full-time job, so the absence of their fathers may be preventing boys from attending school.

Photographs, blocked out photographs and drawings were also tested in the survey in an effort to determine which pictures and diagrams are best understood by villagers. The results were inconclusive, and the investigators encourage a pragmatic approach to producing visuals. The answer to the question "which style is the most effective?" depends on the subject of the picture, they say, and the quality one can produce with available printing equipment.

For further information on "Understanding Print" write to Lesotho Distance Teaching Centre, P.O. Box MS 781, Maseru, Lesotho.



### ONLY A FLY

"People may be accustomed to small pictures of big things, but many villagers, especially illiterates, are not accustomed to large pictures of small things, such as a picture of a fly magnified several times."

A survey of 245 villagers in Lesotho tested and confirmed this hypothesis: 66% of the villagers recognized a life-size fly drawing while only 27% correctly identified a giant (17cm) enlargement of the same drawing.

Apparently, scale-drawings need careful explanation, especially for illiterates. Looking at a strand of hair through a microscope, for instance, gives villagers a chance to adapt to what may be a new perceptual experience.

## 2¢ PLAIN

There isn't much that can be bought for two cents these days, but Nigerian teachers are finding a modern way to bargain prices for student workbooks.

Faced with the problem of producing workbooks for thousands of students with sparse funds, the National Teachers Institute of Nigeria is testing a duplicating system called "Pressure-Fax," designed by Mazer International.

Any type of locally available paper can be used to make copies from the pages of a Pressure-Fax master book containing special, patented ink. The teacher uses a hand roller to press each master page against plain paper. The plain paper picks up the ink and becomes a fresh copy of the master page. This can be done 100 times without fading. However, students are always disappointed to find that the answers appear only on the teacher's copy!

Susan Gold, a sales representative for Mazer admits, "It's not elegant, but it's cheap. A book costing less than \$2 can provide materials for 100 students-- that's 2¢ a student. Instead of a regular text for \$8, it's better to have the Pressure-Fax for \$2 and be able to pre-test the material."

Despite these advantages, the Pressure-Fax method also has some drawbacks. In countries such as Ghana and Bangladesh, even poor quality paper is expensive or unavailable and the foreign exchange limitations of many developing countries prohibit the import of the process.

"Our ultimate objective is to transfer the technology-- cutter, press, special ink and adapted machinery-- to developing countries," said Gold. "A printer could convert one production line in his shop to Pressure-Fax. In Colombia, for example, the Carvahal firm is franchised to use the Pressure-Fax process and they are producing many kinds of educational material including health education masters."

The World Health Organisation is currently surveying and evaluating other low-cost means of printing simulated problem sheets for instructional situations such as patient management training. After experimenting with two unsatisfactory "invisible ink" printing methods, they are looking to a more promising process, one which uses organic acids.



Ane Haaland, UNICEF-Nepal and M.G. Rahman, UNICEF-Dacca were among the five PSC Officers who attended the recent "Communications for Social Development" training programme in Nairobi. Ane (above) has a wealth of experience in poster pre-testing, and M.G. (bottom) is seen here interviewing women involved in a Bangladesh "Food for Work" programme.

## FOOD FOR THOUGHT

A nutrition worker, trained at the "Food and Health House" in Bawku, Ghana, designs puppets to dramatise nutrition messages. The mothers and children living in the rehabilitation centre for 3 weeks receive a healthy diet, cooking lessons, and participate in group discussions.

One of the most popular and thought provoking plays is based on the theme: "Give a man a fish and he will have food for a day. Teach a man to fish and he will have food for a lifetime".



Reader



## THE BEAT GOES ON IN ZAMBIA

The street music of Lusaka—the steady string bass rhythm, the eager voices of teenage boys singing of dark corner love affairs, of beautiful mini-skirted girls who disappear from their parents' homes.

One group of street musicians, "The Buntungwa Band", has changed its words, but not its style, to help the Housing Project of Lusaka's City council.

In two new 45 rpm records, produced by the PSC team of the Housing Project, the Buntungwa Band proclaims the coming of new services to squatter townships: schools, health centres and clean, piped water.

A water pipeline and a new road were passing only a few meters away from the Kizito Furniture Shop where the Buntungwa Band rehearsed its new hits, "Twaliculile" (We suffered), "Mangani Nyumba Ya Bwino" (You Build a Nice House), "Chitukuko" and "Housing Project Unit".

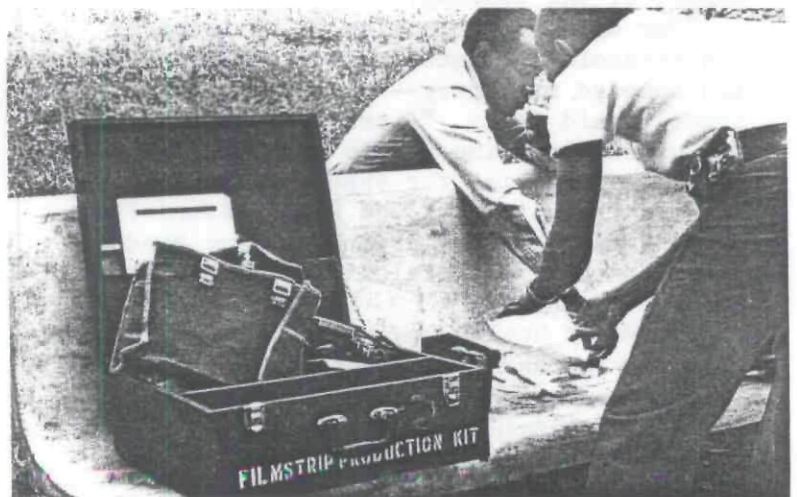
## THIS PHOTOGRAPH . . .

was printed from a negative developed in daylight on a park bench in northern Kenya using the "Filmstrip Production Kit" designed by UNICEF's PSC Unit in New Delhi.

PSC Assistant, Peter Chege (back to camera) is shown here demonstrating the kit to public health workers. He dissolved crystal chemicals in water from an outdoor tap and, a few minutes later, hung the processed film from a tree branch to dry.

The \$400 kit also contains an automatic 35mm camera (Cannonet 28), a projector (220 v.) and a copy stand. With a few hours' instruction, extension workers learn to produce a 35mm positive, black and white filmstrip.

For more information write to PSC, UNICEF-New Delhi.







CF Item Barcode Sign

Page 19  
Date 8/20/2007  
Time 3:09:12 PM

Login Name Saroja Douglas



CF-RAI-USAA-PD-GEN-2007-000159

Expanded Number **CF-RAI-USAA-PD-GEN-2007-000159**

External ID

Title

**PSC Newsletter. Vol 2, No.3. Undated (fall?) 1978. Produced by PSC Service, UNICEF Hq, New York.**

Date Created / From Date  
**8/1/1978**

Date Registered  
**8/10/2007 at 2:21 PM**

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-09470 (In Container)**

F12: Status Certain? **No**

Itm Fd01: In, Out, Internal Rec or Rec Copy

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **In Container 'CF-RAF-USAA-DB01-2007-09470 (Upasana Young)' since 8/23/2007 at**

F13: Record Copy? **No**

Document Details **Record has no document attached.**

Contained Records

Container **CF/RA/BX/PD/CM/1985/T001: PSC Newsletter. 1977 - 1985. Prepared**

Date Published Fd3: Doc Type - Format Da1:Date First Published Priority

Record Type **A01 PD-GEN ITEM**

Notes

[Some centrefoil data lost -- from cutting spine?]

Contents: Lead article: Close-up on Africa (the importance of communication programmes); Village wisdom (condensation of an article by Boubacar Sock, PSC officer in Nairobi, formerly with Radio Senegal); Communication for social development (photos with captions); Radio in Lesotho: Who is listening? (is radio the best way to reach villagers?); 2 cents plain (Nigerian teachers get bargain prices for school books).

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

SAROJA DOUGLAS

Saroja Douglas

8