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The purpose of the mission was to review more effective ways to use mass media in youth programmes, and to define possible cooperation between UNICEF and the Ministry of Youth in this respect. The report considers that youth worldwide is becoming increasingly isolated from the adult world, possibly an effect of the consumer culture and imported gadgets; traditional educational methods can no longer concern themselves solely with instruction. The report recommends that UNICEF make a new thrust for youth programmes and provide logistic support to youth centres.

Print Name of Person Submit Image

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SAROJA DUGLAS

Saroja Douglas

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# UNICEF

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EASTERN AFRICA REGIONAL OFFICE

P.O. BOX 44145, NAIROBI, KENYA

UNEP HEADQUARTERS  
GIGIRI (LJMURU ROAD)

*File Madagascar*

YOUR REF  
OUR REF

*RT 6/11*

26th October, 1981

Dear Revy,

I have been between two flights (French expression!) since June. I have just returned from Mozambique where I had the pleasure of working with Jose who really has good team spirit. It was hard but very interesting. I'm trying now to put a lot of things in order before my next trip to Zimbabwe, perhaps with Kabwe. We are trying to harmonize our workplans in those countries which are given priority, i.e. Somalia, Tanzania, Uganda and Zimbabwe.

Attached please find a copy of the English version of my report about youth and mass communication in Madagascar which was requested by the Malagasy Government. There is no hope of getting funds to implement the recommendations while youth as an area of work is not one of our priorities. But the report could be useful to those who are dealing with the subject in Madagascar. Our expertise was needed.

Yours sincerely,

Mr. R.R.N. Tuluhungwa,  
Chief, PSC Services,  
UNICEF Headquarters,  
New York, NY 10017,  
USA.

PSC SERVICES	
Date	<i>5 Nov.</i>
Attention	<i>Revy / Jose</i>
Action	<i>AA Nairobi Trip file</i>
Also	
	Date
<input type="checkbox"/>	Note and Return

*RT 9/1/82*

# **Youth, Development and Mass Communications in Madagascar**

REPORT OF THE MISSION  
OF  
BOUBACAR SOCK  
TO MADAGASCAR  
24TH TO 31ST MAY 1981

## Objectives of the Mission

The main objective of the mission was to review ways and means of a more efficient utilisation of mass media in youth programmes and to define the terms of possible co-operation between Unicef and the Malagasy Ministry of Youth in this field.

The consultant was in Madagascar from 24th to 31st May 1981 and had discussions with various officials in the Ministry of Youth. He also visited two youth centres in Ambilibe and Ambatolampy in order to gain a better understanding of the programmes and methods of work of these centres, whose target groups are the young people in the rural areas.

## Introduction

It is difficult to isolate problems of organisation, training and employment from other development problems. The Unicef conference held in Lome, 1972 on 'Children, Youth, Women and Development Plans' discussed this aspect of an integrated development process and made appropriate recommendations. At the operational level, the difficulty lies in the need to take into consideration the specific requirements of each of these target groups without losing sight of the fact that the family unit is the main target.

It is essential to bear in mind that the phenomena associated with the new consumer society and the importation of various cultural gadgets and symbols tend to more and more isolate the young from the adult world. Educational institutions, despite all efforts in this area, are not always in harmony with the family and each other. This is due to the fact that traditional educational methods are no longer able to educate and concern themselves with mere instruction. Moreover, traditional school systems are no longer in a position to receive all those who seek to acquire knowledge in their classes, at a time when the family still believes that school has taken over the role of educating the young. There is a need, therefore, to review the whole school and education system at all levels in order to find a solution to the problems facing young people. This will require creative imagination and a real willingness to mobilize all the energies necessary to development.

Youth is a force which no social development project can afford to ignore. Being young means being able and willing to be mobilised at any time. If we recognise and accept the media as a powerful means of mobilising youth and improving their self-awareness, then it follows that we must give the media a place in youth programmes, particularly when it comes to the dissemination of educational messages or the promotion of exchange and dialogue between young people and other social categories.

### Redefining the clients of the Youth Ministry

The Ministry of Youth serves the whole Malagasy youth and through them all those who are engaged in development, i.e., the parents and formal education systems. This target, which constitutes the largest age group in the country, can be divided into three groups, each with its own problems:

- a) Young city workers, who have almost successfully completed the difficult transition from adolescence to adulthood. For the very fact of having a job means that a young person has entered the adult world. In this category, the major problem is how to organise and use their free time for recreational activities. Therefore, this category expects the Youth Ministry to set a framework and to define appropriate means of engaging in a range of recreational and cultural activities.
- b) Unemployed youth in urban centres whose main aspiration is to find productive and paid employment. Here, unemployed youth means those who have received a definitive training and have not yet found a job. Their expectations are much higher and they expect society in general, not just the Youth Ministry, to solve their problems. Of course, the Ministry cannot ignore their situation. They often associate themselves with another category of illiterate youth with no professional qualifications, who are at times referred to as youth under a moral threat.
- c) Lastly, there is the rural youth who are supposed to take over from their fathers in the agricultural and crafts sectors. However, very few of them show any desire to remain in the countryside. They have either resigned themselves to the rather dismal conditions in which their fathers live, or went to seek

adventure in major urban centres there to inflate the mass of the jobless and the idle, with no professional qualifications. These deserve no special attention from public authorities and must constitute a priority target group for youth programmes.

It goes without saying that when one talks of young people as in the above categories, one means both boys and girls. Nevertheless, special attention must be paid to the problems peculiar to girls when defining youth programmes.

#### Some thoughts on the Youth Ministry's Radio Broadcasts

The weekly radio broadcast by the Ministry of Youth is the only means of communication between the Ministry's officials and young people in general. However, the quality of the message as well as the reception and their impact, need to be seriously improved on. Not only do the broadcasters work in very difficult conditions, but there is a general lack of a clear definition of the target group for each programme. The themes usually centre around the activities of the Ministry and various private organisations involved in youth programmes. The problem is that these radio broadcasts are not designed for a homogenous audience. There is a need, therefore, to re-define the objectives of these programmes to improve their educational quality in relation to the target groups and to reorganise their reception at all levels. To this end, it is essential to increase the hardware as well as an improvement of the broadcasters' know-how, particularly in view of the fact that the big radio stations in developed countries are using for this large market.- young people -through well designed entertainment and information programmes, with talented broadcasters often from developing countries. Everywhere in Africa a number of listening clubs are springing up: Voice of America, Radio Moscow, Radio France Internationale, Deutsche Welle, etc... To give these clubs the necessary means, a system of organised radio games is devised through which they win radios, etc. Nothing can be done to counter this phenomena from the priority of new ideological influence, particularly since radio waves know no frontiers or censure. Nevertheless, each country has a kind of obligation to devise cultural programmes aimed at immersing its youth further into its own values and civilisation. This is the only way of minimising the effects of external influence and alien ideological values

especially when these external values amount to cultural alienation.

### CAPJ Programme of Activities

The Centres d'Animation et de promotion de la Jeunesse (CAPJ) are responsible for organising young people in their home areas through entertainment as well as income-generating activities. The CAPJ programmes are aimed at reorganising the youth and developing their creative and artistic potential in order to help them achieve social and economic wellbeing.

The Amilbe Centre was built by the European Development Fund (EDF) in 1979. It lies on an eight-hectare plot, of which four have already been planted with fruit trees. The Centre's promotional activities consist of implementing a training/production programme whereby young people are helped to discover their vocation and be channelled through appropriate training and job opportunities. The second CAPJ Centre visited was that of Ambatolampy. It is well ahead of the Ambilbe Centre as far as the implementation of this programme is concerned.

Generally speaking, CAPJ Centres are hindered in their activities by a lack of definite equipment and well trained officers, able and willing to translate these objectives into concrete action. Some of the many problems we were able to observe in the field were:

- A lack of ground work or analysis of the agricultural and crafts potential and vocations in each area, so as to build on the realities of each environment and to set up innovative programmes which would bring together various technical and educational officers.

- A tendency towards traditional sports and entertainment activities without having the required facilities. Thus, the CAPJ centres seek to use the cinema for educational purposes; Unfortunately, they do not have the appropriate films and in any case, their projectors are out of order due to lack of spare parts. Moreover, the problem of power supply has not been solved, as many parts have no electricity.

- The Ambilbe Centre is far from the users' homes. It would need to offer truly attractive programmes to ensure well-motivated and regular attendances. In addition, due to the Islamic influence in the area, girls are not encouraged to take part in the activities of the Centre.

### Recommendations

These may be divided into two main areas of concern: (1) action in the fields of training and defining a new thrust for youth programmes, and (2) logistic assistance by Unicef in order to improve the performance of the youth centres.

### Training

- Organisation of a seminar/workshop, to bring together specialists and officers involved in the development of youth programmes, as well as representatives of the various aid institutions mentioned in the joint UNESCO/UNDP inter-agency mission, organised in January 1979. Such a seminar could alternate plenary sessions with Committee work around the following three themes:

1 Role and function of the Ministry of Youth; a review of the present situation and problems of the Malagasy youth towards a better defined integrated training and promotion programme for young people;

2 Reformation of the CAPJ programmes of activities in order to increase their role in the Training/Production/Employment programmes at provincial levels;

3 A review of ways and means of improving co-ordination of the various private initiatives and socio-cultural programmes designed around the CAPJ as a polyvalent catalyst whose role is not only to promote youth activities but also to provide support for pre-school and out of school educations.

- organisation of a training and re-training workshop for officers and



cadres in the use of mass media for educational purposes. Such a workshop should lay greater emphasis on the techniques and methods of designing and formulating educational messages and producing appropriate radio programmes. To this end, attention should be focused on the methods of organising reception of messages by private audiences as well as the collection of data on their feedback. Education officers in the Ministries of Education, Health, Population and Rural Development, could participate in the organisation of such a workshop.

Logistics (1)

- A batch of radio production and receiving equipment.
- A batch of printing material for the production of a newsletter.
- A vehicle fitted as a mobile unit.
- Film projectors.
- A set of UNICEF films or locally-produced films.

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(1) Costing for both types of recommendation is attached to this report.

Boubacar Sock,  
Regional PSC Officer,  
EARO, Nairobi.-