

## WORKSHOP DISCUSSION

### Information Aspects of a Development Project

A leaflet prepared by the Development Support Communications Service in Bangkok was distributed at the beginning of the discussion on planning PSC campaigns. It came in for sharp criticism. One participant thought it so misleading that he tore it up.

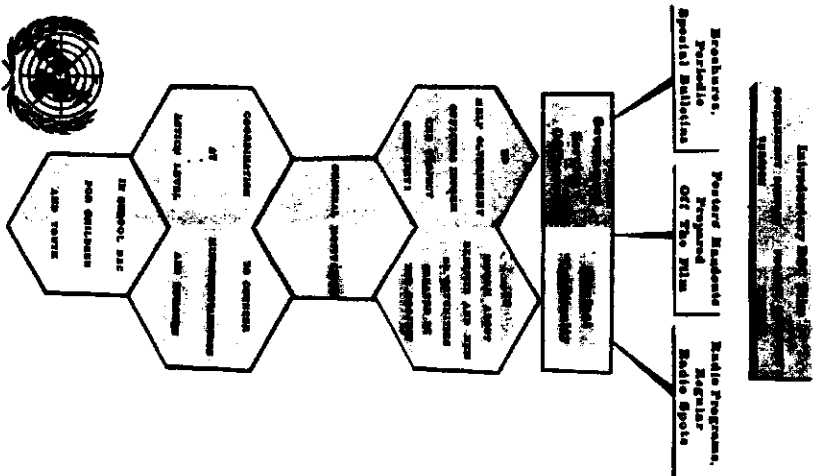
The building of a dam, and the consequent movement of people living in the area was a silly example, he declared. The dam will be built whether the people like it or not. They have no choice in the matter. The move may be more or less agreeable according to the government's handling, but there can be no question but that the people will move. On the other hand, most PSC campaigns were concerned with motivating people to change deeply rooted patterns of behaviour. The real problems in PSC came when you were trying to change the behaviour connected with 'gut' issues, like food and sex.

In defence of DSCS, it was argued that the leaflet was designed to deliberately simplify the concept of project support communication by picking a project that did not involve motivation. It was also pointed out that in Africa the campaigns for two large dams were very different. When the Kariba dam was being built in Rhodesia the authorities did not pay very much attention to the people in the Zambezi valley who were to be affected, and many cattle and possessions were needlessly lost as the waters rose. When the Volta dam was built in Ghana, however, the authorities took great pains to explain the new dam to the villagers and explain the need for people to move themselves and their possessions well before the waters rose to flood their villages. PSC campaigns could also, therefore, help reduce the hardships involved in certain kinds of development projects, as well as change behaviour patterns.

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# INFORMATION ASPECTS OF A DEVELOPMENT PROJECT

## EXAMPLE OF DSO MATERIALS



Will we have our land? Will we be compensated?

Will we be able to find work?

How much land will be needed?

Will we have our land? Will we be compensated?

Will ancestral burial grounds or religious practices be affected?



How much land will be needed?

Will we have our land? Will we be compensated?

How can we do it?

Will our family be involved?

Will the state be able to use the money?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?

Will we be able to find work?



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**"Information aspects of a development project". Discussion during Part IV of the workshop: Examples of PSC Campaigns. UNICEF/PSC Workshop on Communication for Social Development, held at the University of Zambia, Lusaka, 29 April to 10 May 1974**

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Notes

Information and schematic received from the Development Support Communications Service, UNICEF, Bangkok. One page summary of the workshop discussion of a generic dam project, with a schematic map listing typical issue to be considered, such as What is the project about? How will it affect the local population? Who will benefit? How much land will be flooded, will landowners/users be compensated? will they be relocated? How will they make a livelihood in the new location? how will irrigation water be used? What crops will be grown? ...

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