AN EGYPT-BASED MODEL FOR THE USE OF
TELEVISION IN NATIONAL DEVELOPMENT

DISSERTATION

Presented in Partial Fulfillment of the Requirements for
the Degree Doctor of Philosophy in the Graduate
School of The Ohio State University

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*****

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To My Parents
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# TABLE OF CONTENTS

ACKNOWLEDGEMENTS .................................................. iii
VITA ........................................................................ vi
LIST OF TABLES .......................................................... x
LIST OF FIGURES ........................................................ xi
LIST OF CHARTS .......................................................... xii

CHAPTER PAGES

I. INTRODUCTION ......................................................... 1
II. STATEMENT OF THE PROBLEM .................................. 29
III. METHODOLOGY ...................................................... 32
IV. BACKGROUND OF THE STUDY: EGYPTIAN TELEVISION ... 35
V. REVIEW OF THE LITERATURE ..................................... 62
VI. DERIVED PRINCIPLES FOR THE USE OF TELEVISION IN NATIONAL DEVELOPMENT ............................................ 97
VII. DATA COLLECTION, TREATMENT, AND ANALYSIS ...... 135
VIII. A PROPOSED MODEL FOR TELEVISION USE IN DEVELOPMENT IN UNDERDEVELOPED COUNTRIES ............ 202
IX. APPLYING THE MODEL TO EGYPT ............................... 232
X. SUMMARY, CONCLUSION, AND RECOMMENDATIONS .... 259

APPENDICES

A. Letters Sent to the East-West Center Institute of Culture and Communication and the United States Information Agency ....................................................... 269
B. Responses from the East-West Center Institute of Culture and Communication, the United States Information Agency, and the International Institute of Communication 272

C. First Letter with Cards Sent to the Panel of Experts 276

D. First Letter Sent to the Panel of Experts with the Validation Instrument 278

E. Reminder Sent to Experts with the Validation Instrument 280

F. Cover Letter Sent to the Experts with the Validation Instrument 282

G. Validation Instrument 284

BIBLIOGRAPHY 295
LIST OF TABLES

TABLES                      PAGE
1. Area, Population, and Density of Egypt     14
2. Area-Governorates                      15
3. Population of Principal Towns           16
4. Television Broadcasting: Number of Receivers and Receivers per 1,000 Inhabitants 48
5. The Average Daily Television Transmission Hours                          52
6. Example of the Egyptian Television Schedule                              53
7. Egyptian Arab World Program Sales                     56
8. Basic Indicators of the Developing Countries     78
9. Education                                     82
10. Response of Panelists to the Relative Validity     144
11. Response of Panelists to the Relative Importance     156
12. Rated Validity of Each Principle                168
13. Rated Importance of Each Principle              181
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>FIGURES</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Developed and Developing Countries</td>
<td>73</td>
</tr>
<tr>
<td>2. Existing Broadcasting System in Egypt</td>
<td>249</td>
</tr>
<tr>
<td>3. Suggested Regional Broadcasting System (Step 1)</td>
<td>250</td>
</tr>
<tr>
<td>4. Suggested Governorate Broadcasting System (Step 2)</td>
<td>251</td>
</tr>
<tr>
<td>CHARTS</td>
<td>PAGE</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>1. Egypt's Government Structure</td>
<td>11</td>
</tr>
<tr>
<td>2. Egypt's Legislative System</td>
<td>12</td>
</tr>
<tr>
<td>3. Egypt's Legal System</td>
<td>13</td>
</tr>
<tr>
<td>4. Suggested Broadcast Organization Chart</td>
<td>239</td>
</tr>
<tr>
<td>5. Suggested Egyptian Television Organization Chart</td>
<td>246</td>
</tr>
</tbody>
</table>
CHAPTER I
INTRODUCTION

Scope

The Arab Republic of Egypt is located in northeast Africa, facing the Mediterranean Sea on the north. Egypt is bounded on the south by Sudan, on the west by Libya, and on the east by the Red Sea and Israel. Cairo is the largest city, which is also the capital of the country. Alexandria is the second largest city. There are numerous smaller cities and villages scattered along the sides of the Nile River, with the population mostly engaged in agriculture. Egypt has been subject to many different colonial powers: Turks, French, and English. In 1952 the Egyptian Revolution took place and Egypt was ruled by an Egyptian president for the first time since the rule of the pharaohs.

The per capita income in Egypt is E560 per annum (Egyptian Embassy, 1983) which is considered low. A population explosion is a serious threat to Egypt. (The Egyptian population will reach 90 million by the year 2000 according to a 1983 issue of Time magazine.) Also, one of the major problems is the high rate of illiteracy which is
68 percent. Also, there are many problems in the fields of sanitation and health care.

What is needed at this stage is a feasible strategy for the use of mass media, especially television, to participate in solving many of these problems. To develop a new strategy requires that the various audiences (rural, urban, and elite), the government, and the official agencies all participate in designing broadcasting output. This new strategy must be based on a systematic method supported by experts in the field of communication and development.

After describing the role of television in national development, this study will attempt to identify and validate a set of basic principles for the use of television in such development, based upon the experiences of developing countries in making such use of this medium. The investigator will then construct a model and apply it to Egypt as an example.

Setting of the Study

Historical background. Egypt has been aptly described as an age-old hydraulic society, always with a highly centralized government and an army ready to resolve conflicts among political, economic, and ideological forces. Throughout its long development, from the prehistoric times
to the present, the Nile Valley has received numerous accretions of people, each bearing variant cultural contributions and patterns of life. Archaeological findings show that primitive man lived along the Nile River long before the dynastic history of the pharaohs began.

Ancient Egypt. By 6000 B.C., the Nile Valley was the scene of a Neolithic or New Stone Age culture marked by characteristic elements of settled village life such as pottery, agriculture, and domestic animals.\(^3\) By 3500 B.C., the many tribes living in the Nile Valley had coalesced into the kingdoms of Upper and Lower Egypt, ruled by predynastic kings.

In about 3100 B.C., Upper and Lower Egypt were united under a ruler known historically as Mena. After bringing the northern kingdom under his control, Mena ruled from Memphis where the capital remained throughout the Old Kingdom Period.\(^4\)

By about 3000 B.C., the Egyptians had the plow and a developed agriculture. They also had a complex town and city life, architecture, including the arch in stone and brick, sculpture, writing, astronomical records and accurate calendars, shipbuilding, and a system of barter.

The Old Kingdom. The first two dynasties are obscured by lack of information, but the IIIrd dynasty (c. 2686-2181 B.C.) was beginning a brilliant period known as the Old
Kingdom which lasted through the VIIth dynasty to 2498 B.C. Autocratic power became highly centralized in the hands of a pharaoh. 5

The Middle Kingdom. The XIth and XIIth dynasties (2040 B.C. to 1782 B.C.) comprise a great period, known as the Middle Period which saw the revival of royal authority in modified and less absolute form. A kind of state socialism had developed and the power of the pharaohs was now exercised through an elaborate bureaucracy which assigned lands and trades and administered the proceeds. 6

The New Empire. The period of the XVIIIth through the XXth dynasties (1570 B.C. to 1070 B.C.) is known as the New Empire. These years marked the peak of the power of Ancient Egypt. Egyptian thought took a secular turn and the art of the time is characterized by a preoccupation with the details of daily life and a technical brilliance which some critics find rather sterile compared with earlier phases. Egyptian wealth and power were at their height, and the military campaigns of Thutmose III brought Palestine, Syria, and the area of the northern Euphrates within the boundaries of the Empire. 7

Military expansion involved Egypt in a complicated system of international relations, in which such modern diplomatic devices as embassies, alliances, and treaties were employed.
The early Egyptians developed an extensive system of irrigation, medicine, mathematics, and astronomy, which were extensively studied and practiced in Egypt. The medicament recommended comprise nearly everything which can in some way or other be swallowed, whether in solid, mucilaginous, or liquid form. As to mathematics, an interesting papyrus dating from the Middle Kingdom shows the practical nature of the mathematics of the Egyptians. This document contains rules for measuring fields, determining the capacity of a granary, etc.⁸

By 424 B.C., astronomical knowledge had developed to such an extent among the inhabitants of the delta that they were able to introduce a calendar with a year of 365 days.

Post-dynastic Egypt. At 525 B.C. the period of dynastic Egypt ended and the country emerged as a province of the Persian empire. That year marks the change from an independent Egypt to Egypt under foreign rule for the first time, as it was destined to remain for many centuries. The arrival of Alexander the Great in 323 B.C. heralded the introduction into Egypt of an entirely new Indo-European influence.⁹

The Roman and Byzantine Period; 30 B.C. - 642 A.D. Egypt became a province of a different empire by 30 B.C. The Romans ruled the country and brought a new elite and complicated the alignments of the old ones.¹⁰ The Romans
were interested in gaining knowledge of Egypt. They employed measures such as census of property and persons.

Christianity arrived early in Egypt and the new religion quietly spread from Alexandria to Upper Egypt by the second century.

The Egyptian church had a tendency toward doctrinal movements in particular Christian Gnosticism.

The Arab period. After the death of Muhammad, the prophet of the Islamic faith, his Muslim followers quickly confirmed control in Arabia and launched an Islamic wave of expansion northward from the peninsula and spreading east and west. In 639 the Arabian general, Amr ibn al As secured from Omar, the second Caliph of Islam, permission to invade Egypt. The resulting invasion was overwhelmingly successful.

Egypt under the Mamelukes and the Ottoman Caliphate. Mameluke sultans ruled in Egypt and parts of Syria from 1252 to 1517 in a succession known as the Bahris. Baybers, the first of the line, in an attempt to legitimize his regime in 1261, brought to Cairo a refugee scion of the Islamic caliphs of Baghdad. After 1382 the Mamelukes gave way to a similar line called the Burjis who maintained themselves precariously in power until 1517. Despite political abuses, scholarship flourished in the later Mameluke years, during which time noted Arab historians,
topographers, and commentators such as Ibn Khaldun, lived and worked in Egypt.

Mameluke power reached its peak in 1769 when a Circassian Mameluke named Ali Bay became powerful enough to expel the pasha and declare Egypt's independence.

But a new conqueror, Napoleon Bonaparte, appeared at the Nile delta and set the country upon a new course of history. The brief but dramatic sojourn in Egypt (1798-1801) of Napoleon's army and a retinue of French scientists initiated a strong attachment to French culture.

During this period the Egyptian educational system was affected by French influences. Napoleon brought with him engineers, doctors, archaeologists, and other scientists to advise him on ways of perpetuating French rule and of exploiting Egypt's resources to satisfy the needs of his expedition and to help pass on high French culture to the local inhabitants. At this time the Egyptians had their first opportunity to observe at close hand the technological and cultural achievements of the West. The schools were established on the model of the French school system with the help of French experts.  

The French fleet was destroyed in 1798 by British Admiral Nelson, and Napoleon left Egypt in 1801.

Mohammed Ali, the emergence of the new power state, 1805-1848. In the early Nineteenth Century, Egypt was
drawn into the modern era by the developing power of industrial Europe. The Albanian Mohammed Ali, who was an officer of the Turkish forces, was designated as pasha of Egypt in 1805. He was an enthusiastic importer of European culture and techniques. But his political methods were those of the authoritarian past. A dynamic economic innovator, he recast European techniques into a framework of nationalization and state organization that was unfamiliar to the Europe of his time and completely novel to the Arab world.

The British presence. The outbreak of World War I in 1916 focused attention on the strategic importance of Egypt and the Suez Canal to the British lifeline to the East. Britain declared a protectorate over Egypt (1914-1922) with the British occupation. The British educational system was introduced by the English government. The British, however, dealt with the educational system not from the standpoint of the needs of the Egyptian youth, but from the standpoint of the needs of British colonialism. The goals of education under the British system were to create a limited number of mid-level clerks for the government bureaucracy, and to provide a minimal literacy to the masses. The intention in introducing this educational system was to turn the Egyptian people into enthusiastic supporters of British rule by endowing them with the same
tasks, ideas, and attitudes as the British people. So English became the medium of instruction from the third grade up and the curriculum was tailored to meet British goals as well. The schools emphasized rote learning in preparation for examinations that controlled access to higher levels of training.

King Farouk was the last of the kings ever to rule Egypt. He was appointed by the British, and was King of Egypt until the 1952 Revolution. The revolution ended British rule over Egypt.

1952 Revolution. A group of disaffected army officers known as the free officers and led by Lieutenant Colonel Gamal Abdel Nasser decided that it was time to act. On the night of July 23, 1952, they accomplished a bloodless coup d'etat and took control of the country. Egypt finally became an independent nation again.

Other leaders since Nasser were Anwar Sadat, who was assassinated, and the present-day President, Husni Mubarak.

**Egyptian Government**

1. **Constitution**: Under the Permanent Constitution of 1971, Egypt adopted the name Arab Republic of Egypt, declaring a democratic socialist state based on the alliance of the people's working forces and guaranteeing the rights of individuals. The Constitution defines the structure and functions of the state, the basic components of society,
public liberties, rights and obligations, the supremacy of the law, and the system of government.

2. **The executive:** The President, nominated for a term of six years and eligible for unlimited renomination, is Chief of the State, the Head of Government, and the Supreme Commander of the Armed Forces. It is the President's duty to appoint one or more Vice-Presidents, the Prime Minister, Deputy Prime Ministers, and state ministers, as well as important civil, military, and diplomatic appointments. The growth and stability of various political institutions reflect the changes in Egypt's political system, brought about by the Constitution of 1971.15
Executive

President
Prime Minister
Deputy Prime Ministers
and Cabinet

Specialized Nat. Councils Nat. Defense Council

Presidential Bureau

Ministries

Parliamentary Affairs Manpower and Vocational Training
Foreign Affairs Agriculture and Food Sufficiency
Petroleum Transport
Interior Communications and Shipping
Planning Irrigation
Finance Tourism and Civil Aviation
Defense Health
Military Production Justice
Immigration, and Industry and Mineral Wealth
Overseas Citizens Electricity & Energy
Investment & Supply and Internal Trade
International Information
Cooperation Popular Development
Economy & Islamic Endowments
Foreign Trade Culture
Education and Scientific Research
Scientific Research
Social Affairs
and Insurance
Housing, Reconstruction and Land Reclamation

CHART 1
EGYPT'S GOVERNMENT STRUCTURE
3. Legislature: Over the last decade, Egypt has made steady progress towards becoming a multi-party democracy. The legislature is bi-cameral, consisting of the Consultative Assembly and the People's Assembly. A minimum of 350 members of the People's Assembly, at least 50 percent of whom must be either workers or farmers, are elected for a five-year term by direct secret ballot on the basis of universal adult suffrage. Thirty additional seats are reserved for female representatives. The President may appoint, in addition, up to ten members. While the President determines the main policy of the State, the Cabinet supervises its implementing and ministerial responsibility to the Legislature is constitutionally established. The four main political parties are the ruling National Democratic Party, the Socialist Workers Party, the Liberal Socialist Party, and the Unionist Progressive Party.¹⁶

Legislative

<table>
<thead>
<tr>
<th>People's Assembly</th>
<th>Consultative Assembly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker</td>
<td>200 Members</td>
</tr>
<tr>
<td>392 Members</td>
<td></td>
</tr>
</tbody>
</table>

Committee System

CHART 2

EGYPT'S LEGISLATIVE SYSTEM
4. **Judiciary**: Egypt's legal system has been influenced not only by Islamic teaching, but by the Napoleonic Codes. Sharia is the main source of legislation. The Constitution guarantees the independence of the Judiciary and legal decisions are the mandate of the judges as there is no jury system.

A Supreme Council, presided over by the President, supervises the affairs of the judicial organizations, although the highest judicial authority, with the power to determine the constitutionality of laws and regulations, is the Supreme Constitutional Court or the Court of Cassation.

Religious courts were abolished in 1956 and their functions were subsequently transferred to the unified National court system under the Council of State. Cases involving security are heard by the Supreme State security court, but members of the armed forces are subject to military law.

**Judicial**

Supreme Constitutional Court  
Court of Appeals  
Courts of First Instance  
Lower Courts  
Courts of Summary Justice

Supreme Council of Judicial Bodies  

Council of State  
Judicial Section  
Fatwa Section  
Legislative Section

**CHART 3**

EGYPT'S LEGAL SYSTEM
### TABLE 1
AREA, POPULATION, AND DENSITY OF EGYPT

<table>
<thead>
<tr>
<th>Area (sq. km.)</th>
<th>997,738.5*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (census results)</td>
<td></td>
</tr>
<tr>
<td>30 May 1966</td>
<td>30,075,858</td>
</tr>
<tr>
<td>22-23 November 1976</td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>18,647,289</td>
</tr>
<tr>
<td>Females</td>
<td>17,978,915</td>
</tr>
<tr>
<td>Total</td>
<td>36,626,204</td>
</tr>
<tr>
<td>Population (official estimates at mid-year)**</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td>42,289,000</td>
</tr>
<tr>
<td>1981</td>
<td>43,465,000</td>
</tr>
<tr>
<td>1982</td>
<td>44,673,000</td>
</tr>
<tr>
<td>Density (per sq. km.) 1982</td>
<td>44.7</td>
</tr>
</tbody>
</table>

*385,229 sq. miles. Inhabited and cultivated territory accounts for 35,189 sq. km. (13,587 sq. miles).

**Including Egyptian nationals abroad (1,572,000 at the 1976 census).


In contrast to the area 997.738 (sq. km.), most of the population, 44.673 million (1982) live along the Nile Valley in an area representative of only 5 percent of the total area (Table 1).
### TABLE 2

**AREA—GOVERNORATES**

<table>
<thead>
<tr>
<th>Governorate</th>
<th>(sq. km.)</th>
<th>Capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cairo</td>
<td>214.2</td>
<td>Cairo</td>
</tr>
<tr>
<td>Alexandria</td>
<td>2,679.4</td>
<td>Alexandria</td>
</tr>
<tr>
<td>Port Said</td>
<td>72.1</td>
<td>Port Said</td>
</tr>
<tr>
<td>Ismailia</td>
<td>1,441.6</td>
<td>Isma'ilia</td>
</tr>
<tr>
<td>Suez</td>
<td>17,840.4</td>
<td>Suez</td>
</tr>
<tr>
<td>Damietta</td>
<td>589.2</td>
<td>Damietta</td>
</tr>
<tr>
<td>Dakahlia</td>
<td>3,470.9</td>
<td>Mansura</td>
</tr>
<tr>
<td>Sharkia</td>
<td>4,179.6</td>
<td>Zagazig</td>
</tr>
<tr>
<td>Kalyubia</td>
<td>1,001.1</td>
<td>Benha</td>
</tr>
<tr>
<td>Kafr el-Sheikh</td>
<td>3,437.1</td>
<td>Kafr el-Sheikh</td>
</tr>
<tr>
<td>Gharbia</td>
<td>1,942.2</td>
<td>Tanta</td>
</tr>
<tr>
<td>Menufia</td>
<td>1,532.1</td>
<td>Shbin el-Kom</td>
</tr>
<tr>
<td>Behera</td>
<td>10,129.5</td>
<td>Damanhur</td>
</tr>
<tr>
<td>Giza</td>
<td>85,153.2</td>
<td>Giza</td>
</tr>
<tr>
<td>Beni Suef</td>
<td>1,321.7</td>
<td>Beni Suef</td>
</tr>
<tr>
<td>Fayum</td>
<td>1,827.2</td>
<td>Fayum</td>
</tr>
<tr>
<td>Menia</td>
<td>2,261.7</td>
<td>Menia</td>
</tr>
<tr>
<td>Asyut</td>
<td>1,553.0</td>
<td>Asyut</td>
</tr>
<tr>
<td>Suhag</td>
<td>1,547.2</td>
<td>Suhag</td>
</tr>
<tr>
<td>Kena</td>
<td>1,850.7</td>
<td>Kena</td>
</tr>
<tr>
<td>Aswan</td>
<td>678.5</td>
<td>Aswan</td>
</tr>
<tr>
<td>Al-Bahr al-Ahmar</td>
<td>203,685.0</td>
<td>Al-Ghaurdaqah</td>
</tr>
<tr>
<td>Al-Wadi al-Jadid</td>
<td>376,505.0</td>
<td>Al-Kharijah</td>
</tr>
<tr>
<td>Matruh</td>
<td>212,112.0</td>
<td>Matruh</td>
</tr>
<tr>
<td>North Sinai</td>
<td>60,714.0</td>
<td>El Arish</td>
</tr>
<tr>
<td>South Sinai</td>
<td></td>
<td>El-Toor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Qahira (Cairo, the capital)</td>
<td>5,074,016</td>
</tr>
<tr>
<td>El Iskandariyah (Alexandria)</td>
<td>2,317,705</td>
</tr>
<tr>
<td>El Giza</td>
<td>1,230,446</td>
</tr>
<tr>
<td>Subra-El Khema</td>
<td>394,223</td>
</tr>
<tr>
<td>El Mahalla el Kubra</td>
<td>292,114</td>
</tr>
<tr>
<td>Tanta</td>
<td>283,240</td>
</tr>
<tr>
<td>Bur Sa'id (Port Said)</td>
<td>262,760</td>
</tr>
<tr>
<td>El Mansura</td>
<td>259,387</td>
</tr>
<tr>
<td>Asyut</td>
<td>213,751</td>
</tr>
<tr>
<td>Zagazig</td>
<td>202,575</td>
</tr>
<tr>
<td>El Suweis (Suez)</td>
<td>193,965</td>
</tr>
<tr>
<td>Damanhur</td>
<td>170,633</td>
</tr>
<tr>
<td>El Faiyum</td>
<td>166,910</td>
</tr>
<tr>
<td>El Minya (Menia)</td>
<td>146,366</td>
</tr>
<tr>
<td>Kafr-El Dawar</td>
<td>146,248</td>
</tr>
<tr>
<td>Isma'ilia</td>
<td>145,930</td>
</tr>
<tr>
<td>Aswan</td>
<td>144,654</td>
</tr>
<tr>
<td>Beni Suef</td>
<td>117,910</td>
</tr>
</tbody>
</table>


Most families in developing countries now have at least four children, in rural areas, five and more; the same situation exists in Egypt--most of the principal towns are overcrowded (Table 3).
The Present Situation

Population. The population in mid-1982 totaled an estimated 44.6 million. Most, some 99 percent, lived along the banks of the Nile River in the 3.5 to 4.0 percent of the country's area deemed habitable. Population growth of such dimensions entails substantial costs. At current levels of natural increase, Egypt will have one-third more six- to eleven-year-olds by the year 2000. In the early 1980s some 75 percent of all children of primary school age attended classes. If the fertility rate fell by 3 percent annually from 1980 to 2000 (an unlikely eventuality), the number of classrooms necessary to maintain current enrollments would be more than adequate for 100 percent enrollment. Even a modest annual decline of 1 percent in the fertility rate would generate classroom space for 90 percent of primary-school children in 2000.17

Opposition to family planning traditionally came less from high-ranking religious leaders than from local religious practitioners. Some sheiks asserted that contraception was contrary to Allah's will and invited divine retribution, and some midwives suggested that taking oral contraceptives would lead to the death or illness of children already born.
The status of women. Many women in chic modern dress attend universities and are found in all kinds of professions and occupations; this had been true for a generation or more. Today's educated young women work in offices or banks, do technical research, run businesses, colleges, schools, and clinics with great competence. Many young couples, having double incomes, live in luxurious modern apartments with radios, televisions, hi-fi's and other conveniences similar to those found in New York. Family life is close but today's urban young marrieds now establish their own homes (if they can find and afford them) rather than remaining under parental roofs as they did in the past.

Women from highly religious families still wear long black cloaks when in public, but beneath, they may be quite modern in dress and mind.

Religion. Over 80 percent of the people are Sunni Moslem; Islam is the official state religion. There are, however, Catholic and Protestant churches and also synagogues in the main cities. A significant minority (15 percent) of Egyptians are Coptic Christians.

Language. The language of Egypt is Arabic, but English is widely understood in the cities and is taught in most schools. French is also widely spoken among the educated people.
Poverty. Three decades of war with Israel have drained the country of $60 billion and 100,000 lives, left huge debts, drained resources away from building an economic infrastructure, and left cities in rampant decay. Power failures continue to impede production. Consequently, new buildings, schools, hospitals, and living standards all suffer.

Food. Bread is the key to the nation's stability, but the production line is very short. One day's delay in wheat supplies can cause food riots. Egypt exported wheat until 1947 when the growth in population caught up with supply. Now it is the largest buyer of wheat in the world.¹⁸

Education. No country of the Arab states places a higher priority on education than does Egypt. Official statements on the value of education relate the subject both to the need of the state for well-educated persons and to the fact that education results in a higher income for the individuals. In spite of many serious problems that must be overcome, progress in the expansion of educational facilities in recent years has been remarkable.

In 1960, about 70 percent of the population ten years old and older was illiterate. Due to Egypt's high birth rate, children under 15 make up over 40 percent of the population—a proportion that is more than 50 percent
higher than that of most industrialized countries. The annual flood of six-year-olds is beyond the capacity of the primary schools to absorb, in spite of a very active program of school construction. Between 1953 and 1964, the number of primary school pupils increased by 136.6 percent, while the number of primary schools increased by only 14 percent. At the preparatory level, the student increase was 46.6 percent, while the number of schools increased by 178.8 percent. Then, at the secondary level, student increase was 139.4 percent and school increase was 26.6 percent. In this same period, the number of college graduates in the liberal arts increased by 204.5 percent, and those in science increased by 270.6 percent. Among the leading universities in Egypt are Cairo University, established in 1908, Alexandria University, established in 1934, Ein Shams University, and Assyout University. There are also a number of smaller universities located throughout the country such as Helwan, Tanta, Almansourah, Zagazig, Mania, Manafia, and the Suey Cana Universities. The only private university in Egypt is the American university, located in Cairo.

El-Azhar University in Cairo has long been at the pinnacle of Egyptian traditional education and is regarded as the world center of Islamic learning. Affiliated with it are a number of institutes in Cairo and provincial
centers which offer preparatory religious training at the
primary and secondary levels. Below these are the village
religious schools (kuttabs), which are now dying out but
which were almost the only schools in the country until the
nineteenth century.

This emphasis on rote learning has left a deep imprint
upon secular education in Egypt and frequently conflicts
with Westernized teaching and experimental methods. Students are so conditioned to memorization as the major
process of learning that even at the university level, they
are often embarrassed and resentful when called upon to
exercise reason or initiative.

The present educational system. The Ministry of Edu-
cation exercises direct control over all schools up to the
college level, prescribing the curriculum, appointing
teachers, and setting general examinations. This control
allows very little scope for initiative on the part of
teachers, especially with the recent emphasis placed on
Arab nationalism and Arab socialism.

The Ministry of Higher Education supervises the higher
institutions of learning. State concern with education is
reflected by the fact that in 1951 the national budget for
education was £40.1 million and in 1964, £96.5 million,
while in 1951 there were less than 2 million students and
in 1964 there were nearly 6 million. New, total
investments in different stages of education during the Five Year Plan (1982-1987) reach about 1,100 million Egyptian pounds. Also, all education is tuition-free.

Primary, preparatory, and secondary school curricula. Instruction is in Arabic, and the present-day curriculum embodies three stages: primary, preparatory, and secondary. This education ladder is uniform for Egypt, Syria, and Jordan, according to an agreement signed in 1957 by the governments of these countries. The primary stage covers six years, from ages 6 to 12. Although compulsory by law, the capacity of the schools is less than the number of potential students. Courses include Arabic, religion, arithmetic, history, geography, civics, hygiene, physical education, and handicrafts.

The preparatory stage covers three years and concludes with the examinations for the secondary stage, also consisting of three years. The secondary schools are taught by university graduates. Mathematics, laboratory sciences, art, one or two foreign languages (English and French), and military training supplement the early curriculum. There are general secondary schools, with literary and science sections, industrial secondary schools, and agricultural secondary schools, each of the latter with an experimental farm. The industrial and agricultural schools represent the higher stage of the system of vocational schools, which
begins at the preparatory level. Successful graduates of the general secondary schools may apply for admission to college.

Higher education. Higher education is supervised by the Ministry of Higher Education and is represented by 11 state universities, some 40 state colleges and institutes, and 1 private university. About 104,000 students are admitted to the universities every year, with girls making up from 20 to 25 percent of this number, while some 26,000 students attend the higher institutes.

In general, the system of instruction is closer to the French than to the Anglo-Saxon model: Professors may lecture to very large classes, there is limited contact between teachers and students, and heavy stress is placed on the examinations held at the end of each semester. Trends in education matching the trend of the times, the brightest students take up medicine, engineering, or the sciences.

Public health and welfare. Egypt is a country in which the great mass of the population is undernourished, ill-clothed, and inadequately housed. It is also a country in which for centuries vast social inequalities permitted a small elite group—often foreign in origin—to enjoy a life of ease and plenty.

Efforts to improve the general health and welfare took specific form near the end of the nineteenth century and
gained momentum in the years following World War I. It was not until after the revolution of July 1952, however, that a government came into power which undertook coordinated, costly programs in these fields. As will appear, the problems relating to public health and welfare are vast. Their alleviation will depend in large part on the success of the government in convincing the long-neglected farmers and workers that the state is no longer the people's taskmaster, and in securing their active cooperation in the various programs.

Sanitation. The shortage of pure water is a major health problem in Egypt. Cities and villages depend largely on the Nile for their water supply, and cities have filtration and chlorination plants.

The handling of food is another source of illness and contagion. Foods displayed in the shops are exposed to dust and flies. Fruits and vegetables are frequently grown in soil on which raw sewage has been used as fertilizer; they are often washed in the polluted canals in route to the market.

Disease. The rural Egyptian is prey to an impressive array of debilitating or fatal diseases. Prominent among these are bilharzia, hookworm, trachoma, tuberculosis, venereal diseases, typhoid, paratyphoid, typhus, diarrhea, enteritis, and malaria. Less common, but more difficult to
control, are yellow fever, meningitis, pneumonia, leprosy, and occasionally, bubonic plague.

Good health is one of the basic requirements of life, the same as food, housing, culture, and education. Thus it is a basic right for each and every citizen. It is also a necessity for development, for those who have good physical and mental health are the most capable of work and production and of achieving the goals of development.

For these reasons, the Ministry of Health strives to make health care and social welfare available to all citizens.\textsuperscript{23}

\textbf{Medical care—traditional practices.} Until recent years, those wanting medical care were denied it either by poverty or by lack of local facilities. And even when hospital treatment was available, the fellah was reluctant to go to a hospital, fearing to leave his wife and children, and apprehensive about his ability to maintain the family while away. Most often he placed his trust in providence and on the mizayen (barber-surgeon) or some other folk practitioner for treatment.

Another important personage in the village is the daiah (midwife), whose calling is transmitted from mother to daughter. Crude as the methods of the midwife may be, her position is doubly secured—both by the lack of doctors and by Egyptian ideas of modesty, which for most country
people would make the performance of the midwife's duties by a man unthinkable.
CHAPTER I
NOTES


3Ibid., p. 5.


6Ibid., p. 352.

7Ibid., p. 353.


10Ibid., pp. 15-16.

11Ibid., pp. 17-18.


13Salah, "Establishing Non-Print Media in Hellwan University: A Feasibility Study."


16 Ibid.


19 Ibid., p. 10.


CHAPTER II

STATEMENT OF THE PROBLEM

This study proposes to examine the use of television broadcasting in national development in newly emerging countries. Egypt is one of the developing countries; it faces similar problems to those confronting other developing countries. This examination will attempt to identify basic principles which have guided the use of television as revealed in research reports and the reasoned conclusions of those working in the field.

These principles will then serve as the basis for constructing a communication model for the use of broadcasting in national development which can then be applied to Egypt.

Need for Such a Model

When a medium of mass information, education, and entertainment such as television claims the attention of millions of Egyptians for several hours each day, that situation should be of interest and concern to thoughtful Egyptian citizens. What kinds of programs does television provide for the listening public? How do these programs influence listeners and viewers? What basic values does
broadcasting offer? What are its shortcomings? Does broadcasting play a role in national development, and to what extent? Should it? In particular, can the product of broadcasting be improved, and if so, how?

These should be important questions to those who view broadcast programs and especially those who are interested in raising the standards of television service.

Those who attempt to find answers to these questions need, first of all, a broad understanding of the present system of television broadcasting in Egypt and some background of its early beginnings and later development.

This study concentrates on basic principles for the use of television in national development in Egypt.

Significance of the Study

Based on a preliminary literature survey, there have been many books and case studies that deal with this issue. Also, many articles about television and development are found in several specialized periodicals. But, unfortunately, much of the literature available about Egyptian television attempts to examine historical and political aspects and does not focus upon the role of television in the development of Egypt. Also, a good portion of this literature was written by non-Egyptians not familiar with Egyptian culture and society and thus were not capable of
offering workable solutions to the Egyptian television problem.
CHAPTER III
METHODOLOGY

This study is designed to be sufficiently comprehensive and representative to allow us to draw conclusions of some validity.

It is based on principles derived from an extensive review of the literature available dealing with the use of television in national development. These principles are validated through the informed judgments of scholars and experts in the field of communication and development.

The design of this study involved six stages:

1. An examination of literature dealing with the use of television in national development;
2. The selection of available instances which appear to represent successful use;
3. An analysis of these cases so as to identify the guiding principles which appear to have been instrumental in the successful use of television;
4. The validation of the principles by a jury of experts;
5. The construction of a generalized model based on these principles which could be utilized in developing countries;
6. The application of this model to Egypt discussing the problems of fit which this involves.

1. An examination of the literature dealing with use of television in national development. In order to achieve the above, a careful review of the available literature related to the use of television in national development was undertaken. This was done using books concerning the role of television in national development; examining reports and papers from agencies such as UNESCO and others which have produced relevant reports and statistical data; and reviewing appropriate articles in publications such as Journalism Quarterly and Journal of Broadcasting.

Through the careful examination of these materials, enough instances were found of the successful use of the medium in national development to enable the identification of the principles involved.

2. The selection of available instances which appear to represent successful use. Studies which represented successful use of the medium were selected. These studies in the literature represented the use of television in national development in developing countries, especially in the Arab world.

3. An analysis of these cases so as to identify the guiding principles which appear to have been instrumental in the successful use of television. The analysis of these
cases and the examination of how the medium had been used effectively to achieve such success made it possible to identify the guiding principles in making use of the medium for achieving development goals.

4. The validation of the principles. After identifying the guiding principles from the literature, these principles were submitted to a jury of experts in the field of mass communication. The jury of experts was selected on the basis of their experience in the field of communication and their knowledge of development, with an emphasis on whether they were consultants on projects or designs; and whether they had done research in a developing nation and are represented in the literature with research reports.

5. The construction of a generalized model based on these principles which could be utilized in developing nations. A generalized model based on the identified principles for the use of television in national development, which could be utilized in developing countries, was developed.

6. The application of the model to Egypt discussing the problems of fit which this involves. The constructed model was applied to the development of detailed plans for the effective use of television in national development in Egypt. The fit of this model was examined with regard to such aspects as education, agriculture, health care, politics, economy, and culture.
CHAPTER IV

BACKGROUND OF THE STUDY: EGYPTIAN TELEVISION

Introduction

Egypt began its television system in 1960. This system was considered one of the most extensive and effective television systems among all underdeveloped countries of Asia and Africa.

Unlike other Arab countries, Egypt was able to start television production without importing engineering staff from abroad. This was due to the well-financed radio service and film industry which were in existence at that time.

In 1966 the estimated number of television sets was half a million, serving an audience of over three million. Most of this audience was located in the urban cities. In order to increase the number of television viewers in the rural areas, battery-operated transistor sets were made available to the villages without electricity.

Background

After the revolution in 1953, Nasser, the Egyptian president, in the late 1950s, realized the potential of the medium in helping to build Egypt into a new nation.
Egyptians had already experienced the use of radio both internationally and domestically. The decision was made to start television service in the late 1950s but because of the joint British-French-Israeli Suez invasion, the work was stopped until late 1959. Egypt then signed a contract with RCA (Radio Corporation of America) to provide Egypt with a television network and the capacity to manufacture sets.

After the RCA contract was signed, Egypt started to build a radio and television center. It was completed in 1960 and the first pictures appeared on July 21, 1960, using the 625-line European standard.²

From the start, Egypt did everything on a grand scale. Thus while most nations begin their television modestly with one channel, Egypt began with three different channels. Douglas A. Boyd described these three channels. At that time he stated,

The television channels were intended to parallel the spread and success of the three main kinds of program groupings found on radio: a Main Program (Channel 5) would provide a mixture of popular program-ming, news, and programs with developmental and educational themes; a Second Program (Channel 9), designed initially to be for the urban areas, would feature programs that would appeal to a sophisticated audience; and a Third Program (Channel 7) would cater mostly to the foreign community, featuring Egyptian-made programs in French and English as well as transmitting imported films and tapes. The third channel was closed after the 1967 war for financial reasons, as it was believed to be a luxury. Some of its programs were shifted to the other channels.
Initially, television in Egypt was subsidized by the Egyptian government. That means that it received a direct government grant every year; but in 1969 an annual license fee of $15 was introduced.

After 1979, revenue from advertising and from program sales to other countries also helped in financing. Additionally, at the present time, a surcharge, which goes to the broadcasting authority, is added to all electricity bills.

The Egyptian Television and Broadcasting Federation

The Egyptian Television and Broadcasting Federation has concluded information agreements and cooperation protocols with various foreign television and broadcasting organizations with the purpose of furthering the acquaintance between the Egyptian people and the people of these nations. Ample coverage is given to political causes and experts are obtained from the East and the West in the fields of television broadcasting and broadcasting engineering to train Egyptian workers in the field of mass media. On the other hand, the Federation plays a leading role in broadcasting in the Arab and the African world by receiving those engaged in African and Arab information organizations to train them in Egypt's Television and Broadcasting Institute and thus acquaint them with the development of radio and television production.
The Federation dispatches Egyptian experts and technicians to these countries. It exchanges television films and broadcasting records with the Asian Islamic countries and provides them with recordings of the Holy Koran as well as other religious programs.

Following are the countries with which the Television and Broadcasting Federation has information agreements: The United States of America, The Soviet Union, Czechoslovakia, Bulgaria, Rumania, Hungary, Yugoslavia, Democratic Republic of Germany, France, Mali, Sultanate of Oman, People's Republic of Yemen, Jordan, Saudi Arabia, Philippines, Pakistan, Indonesia, and Democratic Korea.

The Television and Broadcasting Federation's main objectives are:

- Providing broadcasting services to the people as well as serving the national interests and promoting socialist development
- Developing the concepts of mass media and bolstering the moral, spiritual values, and rules governing the broadcasting material
- Creating the proper atmosphere for uncovering new talents and encouraging the liberal expression of views
- Preserving and disseminating the national heritage
- Raising the standard of beamed services abroad for the general interest
- Promoting the technical and vocational standards of those engaged in the broadcasting services
- Supplying new audio-visual broadcasting sets to keep pace with the modern methods of scientific application
- Exploiting artistic radio and television production by marketing it both at home and abroad

The Federation is composed of the following units: The General Secretariat, Radio Engineering, the Financial and Economic Affairs Sector, the Middle East News Agency, the National Distribution Company, and the Voice of Cairo Records Company.

The primary objectives of the television transmissions services are:

1) Adding such machinery and equipment as are necessary for the broadcasting studios to meet the requirements of operation.

2) Replacement and strengthening of outgoing foreign broadcasts to cope with the need of expediting flash reports and not relying on telephone lines.

3) Consolidating the news services by cameras and light recording machines to catch up with fast events. (This will be particularly important after the introduction of satellites).

The Centre for Television and Broadcasting Production aims at producing both colored television programs and
radio programs for the purpose of marketing them in the Arab world. The main function of this production is to familiarize the outside world with Egyptian programs. It offers services to Arab television and radio stations and participates in joint productions with the various countries of the world. Further, the production unit renders services to government agencies that wish to introduce television as a modern means of service in such fields as education, mass culture, and the eradication of illiteracy.

Egyptian television performs generally the same basic functions as any other medium elsewhere, but in different ways. The basic functions of Egyptian television may be outlined as follows:

1) Conveying news and information of general interest
2) Interpreting and commenting on events, providing opinion and perspectives
3) Reinforcing social norms and cultural awareness by transmitting information about the society and its culture
4) providing specialized information for commercial promotion (advertising) of products or available services
5) entertaining
6) combatting illiteracy through educational programs for both adults and children
In 1982 the President of the Board of Trustees of the Egyptian Radio and Television Federation announced the five distinct sectors of the Egyptian radio and television union: Radio, Television, Engineering, Finance, and Secretary General. Each sector has a chairman who reports directly to the Minister of Communication.²

**Egyptian Television (1960-1967)**

Egyptian television started a multi-channel operation under the control of the Ministry of Culture and National Guidance, an organization that figured prominently in the Nasser regime from the start. This ministry also used radio and television broadcasting for propaganda to support the ruling regime. In a "new policy for programs" issued in 1960, the Ministry listed its main broadcasting objectives as follows:³

- United efforts for the success of Arab nationalism and to resist imperialism internally in all its forms and shapes
- Throw light on the glories of Arab history, the stages of Arab struggles against the invaders, heroic feats and the lives of heroes, leaders, and pioneers who stood in the face of the colonial tyrants
- Raise the standard of art
- Inform the people of the great achievements of human civilization
- Give due consideration to vocational and craft programs
- Combat harmful habits and traditions handed down from the past generations dealing with social problems and call for closer adherence to spiritual and moral values
- Give prominence to the role played by women in the progress of the family and society
- Disseminate sports consciousness and the athletic spirit among the rising generations
- Encourage new talent in the field of thought and creation
- Create the group spirit between individuals and groups
- Give due consideration to the celebration of national and religious fetes in such a manner as to render a true picture of traditions and glories

From 1967 to 1974

The June 1967 war resulted in an Egyptian defeat that was militarily, economically, and psychologically devastating. Immediately after the war, there was a decrease in the amount of foreign programming that was shown on
television. The third channel, over which much programming had been telecast, was eliminated, and the British and American programs that constituted the bulk of imported programs were deemed unacceptable due to the break in diplomatic relations with Great Britain and the United States. Almost all forms of programming on television placed less emphasis on Egypt's military capability, tending instead, toward the nationalistic, the educational, and the religious. Getting closer to the new military supplier, the Soviet Union, television started showing films about Soviet and East European life. They were either free of charge or inexpensive, and pleased those whom Egypt at the time believed to be its friends.

The general technical quality of Egyptian television declined between 1967 and 1974. There was less money for new equipment; the change in government after Nasser's death and Sadat's ascendancy to the presidency in 1970 did not appear to have had much effect on television programming or the structure of the federation.

On August 13, 1970, radio, television, and broadcast engineering were decreed as separate departments under the Ministry of Information. The new decree formally established the Egyptian Radio-Television Union and created four distinct sectors--Radio, Television, Engineering, and Finance--each of which had a chairman who reported directly
to the Minister of Information. All personnel connected with broadcasting in Egypt, including some Ministry of Information officials, were transferred to serve under the aegis of a section. The exact current number of employees connected with the union is not known by the Egyptian government, but estimates range from 12,000 to 15,000. One reason for the wide disparity in the estimates is that many of the employees are temporary and their jobs are not well defined. The broadcasting organization in Egypt is indeed large probably with too many permanent staff members. Indeed the various sectors probably could function as effectively with one-third of the present employees. But this situation is not unique within the Egyptian bureaucracy. A university education in Egypt is much sought after by the people on the lower end of the socio-economic scale as a way of gaining entry into the middle class. Those in the middle and upper classes consider a university education necessary to maintain their places in society.

From 1974 to 1980

After the October 1973 war, the Egyptian media took a very different approach. Television programming, which took a little longer to produce and air, was a little more upbeat, reflecting the confidence Egyptians had of recovering as good news came in. After the Egyptian-Israeli
engagement, Egyptian television shows were about the United Nations, the European countries, the United States, and Israel. Agreements regarding military disengagements received a high priority for broadcast on the air. More than any other Egyptian mass medium, television was set to reflect the changing international political orientation of the country. Sadat's government gradually changed Egypt during the 1970s from a socialist orientation to one that was more hospitable to free enterprise and decidedly pro-West.

After 1974 the door was formally opened to the West. Consequently, the number of Western programs on the Egyptian television schedule increased. The television organization decided to continue the development of color. The French government had been successful in persuading Egypt to adopt the System Electronic Color Avec Momore (SECAM) system and had installed its equipment in one of the Egyptian studios before the 1973 war. After the war the decision was made to convert both production and transmission facilities to color. This action improved the technical quality of Egyptian television by discarding the monochrome equipment that had long before (1960) been installed by RCA, such as switchers and cameras, which were becoming difficult to repair or to purchase. Color television was believed by some to be a luxury that Egypt could
not afford, but the favorable attitude among broadcasting officials prevailed. The new equipment was necessary for the production of programs to be sold to other countries that were also converting to color. After 1974 the revenue that television derived from advertising and from program sales to other Arab countries increased significantly.

Because of Egypt's peace treaty with Israel, many Arab countries joined the call by the more militant countries to isolate Egypt, discard it from the Arab League, and boycott its exports. Many countries broke diplomatic relations with Egypt or reduced the size of diplomatic missions in Cairo. Countries that supported the boycott no longer purchased Egyptian television programs, stating that they did not need to buy directly from Egypt because so much quality material produced outside of Egypt was available from Egyptian artists. "The boycott organizers are interested in drawing the distinction between the Egyptian people and the Egyptian government." Many Egyptian producers moved to Europe to produce programs for sale to the Arab countries. However, Egyptian television program sales to the Arab world did not decrease as a result; they actually have increased.
From 1980 to 1985: Present Situation and Future Plans

In the period from 1980 to 1985, there were no major changes in programming although a close observer could notice an increase in religious programs.

A new satellite system project is planned to be established in the near future. At this writing, the Egyptian government is considering the project very seriously, and has already sent technical staff personnel to be trained in the United States. The space center project is mainly for the distribution of television signals to link the country together through ground stations throughout the country which will receive and rebroadcast programming to the villages.

A new and third television channel will start broadcasting by the end of 1985.

Set Ownership

A television set has become a priority for any young couple getting married. Most such couples prefer buying a television set to purchasing other important things for the house. Even a color set has now become a normal part of the household in the middle-class families. The number of such sets has increased greatly since 1970 as shown in Table 20. Most of the Egyptian people working outside the country, especially in Saudi Arabia and the gulf area,
bring television sets with them to Egypt because of the low prices in the gulf states. The high import taxes of Egypt, sometimes 200 percent, reflected in the price of sets purchased in Egypt, cause most Egyptians to buy their sets abroad.

Egyptian shops carry a variety of television receivers including foreign brands as well as sets assembled in Egypt.

**TABLE 4**

**TELEVISION BROADCASTING: NUMBER OF RECEIVERS AND RECEIVERS PER 1,000 INHABITANTS**

<table>
<thead>
<tr>
<th>Definition of Data of Data</th>
<th>Number of Receivers in Use and/or Licenses Issued (thousands)</th>
<th>Number of Receivers in Use and/or Licenses Issued per 1,000 Inhabitants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1) (2) (3) (4) (5)</td>
<td>(6) (7) (8) (9) (10)</td>
</tr>
<tr>
<td>Egypt</td>
<td>323 529 620 1,400 1,850</td>
<td>11 16 17 33 41</td>
</tr>
</tbody>
</table>

Source: UNESCO Statistical Yearbook 1984

**Monochrome and Color**

The Egyptian government is trying to reduce prices of locally made sets but the imported sets have a reputation of being more reliable.
Also, many of the lower-income class acquire second-hand sets from either individuals or dealers who sometimes help finance such purchases.

**Egyptian Television Programs**

Television is an ideal medium for disseminating Egyptian culture because that culture is family-oriented and tends to center much of its education and entertainment around the home.

The content and style of television broadcasting in Egypt now is characterized by somewhat less politically motivated programming than was characteristic in the 1960s and 1970s. There is more entertainment and popular culture. The Ministry of Information is trying to stress entertainment and make the medium relatively low in political content. However, the government still owns and operates the medium and sometimes uses it to convey political messages.

Entertainment programs are very popular in Egypt such as the Egyptian "soap operas" and popular Egyptian music and songs. Also popular are foreign programs, especially from Europe and the United States, which provide Egypt with many series such as "Rockford Files," "Knot's Landing," "Love Boat," and "Night Rider." The famous American series "Dallas" was banned from television because television
officials thought it conveyed immoral messages to the public, especially the youth and children.

News is an important item in an area like Egypt because of its regional position and the fluctuating nature of political alignments in the Arabic-speaking area. The 1960s, as previously identified, was an era of crisis, not excluding the 1967 war. Egyptian television penetrated the area. It was important for the government to maintain a strong news-front to present its particular point of view. Newscasting in Egypt included a segment of "commentary," when there was some special concern to be articulated. From these news broadcasts, as well as other programs, it was clear to the viewer what the policies of President Nasser were and who were considered to be the enemies of these policies. Rough points out that in 1965, the electronic media carried the lengthy trial of the Muslim Brotherhood members who had plotted against the government, which in itself was a commentary for the viewers.

There was a significant increase in the emphasis upon "education" at the beginning of the 1970s, as compared to the beginning of the 1960s. It took almost that length of time for the Ministry of Education to be convinced of the value of educational programs, which were run initially under the initiative of the broadcasters (also, the broadcasters resisted turning any time over to the Education Ministry).
Enlightenment programs, per se, remained important in the Egyptians' television programs and increased measurably through the years.

Religion, of course, in the Islamic center of Egypt carries great weight. Therefore, readings from the Koran, commentaries by major religious leaders, and coverage of the rituals of the Muslim Holy Day are consistent with the attempt to maintain the Islamic tradition and values. During the Muslim Holy Month of Ramadan, Egyptian television is exceptionally active in religious programming, exhorting the faithful and explicating the pertinence of Islamic history.

Children's programming, which formerly was completely of foreign origin, was changed to be Egyptian. Almost all Egyptian programs for youth and women, and programs of art and literature, are given increased time on the television schedule.
TABLE 5

THE AVERAGE DAILY TELEVISION TRANSMISSION HOURS

<table>
<thead>
<tr>
<th></th>
<th>Hours</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel (5)</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Channel (9)</td>
<td>8</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>19</td>
<td>45</td>
</tr>
</tbody>
</table>

Distributed as follows:

- Drama: 4.49 hours
- News: 2.12 hours
- Educational Programmes: 1.39 hours
- Religious Programmes: 1.34 hours
- Entertainment: 4.28 hours
- Cultural: 1.56 hours
- Programmes for various groups (children, youth, etc.): 2.37 hours
- Commercial Advertising: 0.30 hours


As Boyd stated,

There is something for everyone on Egyptian television. Both channels use the continuity "announcer" format, in which someone—usually an attractive female who is striving to be a television or cinema star—introduces the program. Slides of Cairo or the Egyptian countryside are shown with background music.
<table>
<thead>
<tr>
<th>First Program</th>
<th>Second Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Channel (5)</strong></td>
<td><strong>Channel (9)</strong></td>
</tr>
<tr>
<td>1000 Opening and Koran</td>
<td>1300 Opening and Koran</td>
</tr>
<tr>
<td>1012 Children's Cinema</td>
<td>1315 Children's Program</td>
</tr>
<tr>
<td>1110 Friday's Prayers</td>
<td>1400 News in Arabic</td>
</tr>
<tr>
<td>1230 Children's News</td>
<td>1430 Weekly Foreign Movie Program Review</td>
</tr>
<tr>
<td>1257 Women's Magazine</td>
<td>1459 Foreign Film in English</td>
</tr>
<tr>
<td>1327 Animals' World</td>
<td>1645 Religious Program</td>
</tr>
<tr>
<td>1400 Religious Program</td>
<td>1657 Insects' World</td>
</tr>
<tr>
<td>1447 Arabic Movie</td>
<td>1715 News in French</td>
</tr>
<tr>
<td>1650 Youth Program</td>
<td>1730 Sports Program</td>
</tr>
<tr>
<td>1717 Cultural Weekly Program</td>
<td>1800 Arabic Music</td>
</tr>
<tr>
<td>1752 Arabic Music</td>
<td>1814 Arabic Serial</td>
</tr>
<tr>
<td>1815 Cultural Program</td>
<td>1858 Saturday Program Review</td>
</tr>
<tr>
<td>1855 Football (Soccer) Match</td>
<td>1900 Sports Program</td>
</tr>
<tr>
<td>2054 Religious Program</td>
<td>2000 French Music</td>
</tr>
<tr>
<td>2100 News in Arabic</td>
<td>2005 Weather Report</td>
</tr>
<tr>
<td>2115 Weekly Program Review</td>
<td>2008 Cultural Program</td>
</tr>
<tr>
<td>2145 Arabic Documentary Film</td>
<td>2015 News in English</td>
</tr>
<tr>
<td>2200 Cultural Program</td>
<td>2030 Foreign Serial (&quot;Shogun&quot; in English)</td>
</tr>
<tr>
<td>2219 Arabic Serial (&quot;The Beautiful Nights&quot;)</td>
<td>2125 Art Program (Ballet)</td>
</tr>
<tr>
<td>2324 Arabic Music</td>
<td>2210 &quot;Window to the World&quot; Informational Program</td>
</tr>
<tr>
<td>2424 News Summary</td>
<td>2218 Ismailia Festival Review</td>
</tr>
<tr>
<td>2430 Koran and Closedown</td>
<td>2310 Foreign Film in English</td>
</tr>
<tr>
<td>2400 Events of the Last 24 Hours</td>
<td><strong>Third Program</strong></td>
</tr>
<tr>
<td><strong>Channel (7)</strong></td>
<td><strong>Channel (9)</strong></td>
</tr>
<tr>
<td>1700 Opening and Koran</td>
<td>1920 Television Stars (Entertainment Program)</td>
</tr>
<tr>
<td>1710 Religious Program</td>
<td>2021 Sports Program</td>
</tr>
<tr>
<td>1719 Cartoon</td>
<td>2111 Arabic Serial</td>
</tr>
<tr>
<td>1738 Cultural Program</td>
<td>2141 News Program in Arabic</td>
</tr>
<tr>
<td>1756 Educational Program</td>
<td>2201 Koran and Closedown</td>
</tr>
<tr>
<td>1806 Cultural Program</td>
<td><strong>1821 Weekly Program Review</strong></td>
</tr>
</tbody>
</table>

Source: Schedules were obtained from Al Ahram Newspaper, 26 September 1986, p. 2.
Educational programs. From its beginning, the Egyptian government used the medium as an instrument of social education, linking the masses to government modernization programs in such fields as health, sanitation, home economics, and school television. Cairo's television schedule is now heavily weighted in favor of how-to-do-it shows and other educational programs. The third channel has been reserved largely for such efforts including a plan to provide instructional programming for the national school system. Every Egyptian viewer today, having access to electricity and a television receiver and within the range of transmitters, is provided with about thirty hours of television programming per week on two national channels. Educational programs have a small part of the broadcast schedule only in the afternoons and there is no use of the medium to support classroom teaching.

Television is an ideal medium for information and education, but using television as a means of entertainment is not unusual in developing countries, especially in Egypt. Perhaps Egypt tends to imitate advanced western nations, even though such imitation may be highly inappropriate. We should remember that the invention of television occurred after the western nations had become developed, so that the use of television for educational purposes and for development was not a priority for them.
Television staff. The staffing of broadcasting represents a serious problem in television, especially in a centralized television system. Currently Egyptian television employs almost fourteen thousand people. That figure is too large for a country such as Egypt with limited financial resources. Obviously, this large figure of television workers is far above the number required to produce and cover the broadcasting time and there are more workers than are necessary for efficient operation of the two television channel services.

Conditions Affecting Egyptian Television

What special circumstances and conditions have affected television generally in Egypt? Egyptian television has by and large been established on a weak economic base. Electronic media are considerably more expensive to operate, and in most cases, private Egyptian entrepreneurs have not been able to afford such an undertaking. This is a major reason why most radio and television stations are monopolies owned by the government. Even so, the financing of radio and television broadcasting will continue to be a serious problem. But realizing how important the electronic media have become to the internal and external political process, funds to continue the dissemination of their services have become increasingly scarce, especially in view of educational and health needs. It is obvious
that Egypt has to continue to struggle and to compromise to find funds needed to continue national broadcasting services.

Egypt depends on sales of Egyptian programs to other countries, along with advertising revenue and license fees (which are added monthly to the electricity bill) as the means to finance television. The program sales represent the main resource. Unfortunately since Egypt's peace treaty with Israel, many Arab countries have boycotted Egypt's exports. From 1973 to 1978 (before the peace treaty) Egypt received over $20 million from television program sales to other Arab countries. However, the creation of a program marketing company structured to give the impression of being independent from the government helped some countries which wanted to buy Egyptian programs.

TABLE 7

<table>
<thead>
<tr>
<th>Country</th>
<th>Hours Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algeria</td>
<td>50</td>
</tr>
<tr>
<td>Bahrain</td>
<td>300</td>
</tr>
<tr>
<td>Iraq</td>
<td>200</td>
</tr>
<tr>
<td>Jordan</td>
<td>300</td>
</tr>
<tr>
<td>Kuwait</td>
<td>400</td>
</tr>
<tr>
<td>Morocco</td>
<td>60</td>
</tr>
<tr>
<td>Oman</td>
<td>120</td>
</tr>
<tr>
<td>Qatar</td>
<td>500</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>300</td>
</tr>
<tr>
<td>Sudan</td>
<td>350</td>
</tr>
<tr>
<td>Syria</td>
<td>200</td>
</tr>
<tr>
<td>Tunisia</td>
<td>260</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>500</td>
</tr>
<tr>
<td>Yemen</td>
<td>550</td>
</tr>
</tbody>
</table>

Source: Douglas Boyd, Broadcasting in the Arab World (Temple University Press, 1982), p. 44.
Catching up with new technology and further development of television systems demand large funds. Additional funds are even more necessary for producing high quality programs. Raising funds for broadcasting thus will remain a major problem for Egypt.

**Politicization**

Egyptian information media have always been closely tied to politics. Television in Egypt is typically a monopoly under direct government supervision, operation, and ownership. There are several reasons for this. First, the minimum cost of establishing a radio or television system is much higher than the minimum cost of establishing a newspaper, for example, and thus it is far beyond the capability of nearly all private persons in these developing countries. Secondly, this high cost encourages the pooling of resources, or a monopoly, and because these media reach beyond borders and literacy barriers, the government has a much greater interest in controlling them or at least keeping them out of hostile hands. Anyone with a printing press has the technical capability of reaching the literate elite, and while this is seen by the government as a potential threat, it is not nearly as great a political threat as a monopoly radio station broadcasting to millions. Radio and television, which have the potential of reaching every single person in the country and many
outside it, instantaneously, are regarded by the Egyptian
government as too important to be left to private inter-
ests.

Thirdly, radio and television are newer media, and the
trend is toward greater authoritarian control over all
media.

**Cultural Influence**

From the beginning, Egyptian television has had a
strong tie to Arab culture. Arab literature--poetry,
tales, and stories--predated mass media by more than a
millennium and had developed a very rich tradition by the
time the first program broadcast on the air. Perhaps the
producers of these programs, influenced to some extent by
the example of contemporary programs by the East European
countries, and by the Soviet Union, which were heavily
cultural in content, quite naturally regarded Egyptian
television programs as a proper vehicle for Arab liter-
ature. Historical, religious, geographical, political, and
linguistic bonds tied Egypt to the Arab countries and it
was and is still considered closely related by most of the
Arab countries.

Egyptian television performs the function of reinfor-
cing and enhancing the Arab culture, which is defined as a
heritage in creative endeavor and thought. From the begin-
ning, Egyptian television was influenced by the rich Arab
intellectual tradition in literature, religion, philosophy, and music; therefore, it broadcast programs to meet the test of the cultured, and at the same time to raise the cultural level of the ordinary viewer by presenting refined items covering scientific, literary, and artistic fields, as well as a great deal of Arab music and drama on traditional themes. Readings from the Koran are broadcast on a regular basis by Egyptian television. Also, religious commentaries or advice on proper moral and ethical behavior are featured.

Culture affected Egyptian television directly. One of the main television broadcasting objectives listed by the Ministry of Culture and National Guidance in 1960 indicated,

Throw light on glories of our Arab history, the stages of our struggles against the invaders, heroic feats and the life of our heroes, leaders and pioneers who stood in the face of colonialist tyrants.

Mobilization Programming

The regimes in Egypt have generally made more effort than governments elsewhere in the Arab world to make radio and television programming convey political messages to the masses of the population. As one observer says of Egypt, for example, the government uses television very frequently to get messages across to the Egyptian citizens and to mobilize and control public opinion when major issues arise. The style which is used on such occasions is direct and obvious exploitation of the medium.
The politicized programming generally has revolutionary overtones, advocating substantial and rapid change at home or abroad, and is open and explicit.
CHAPTER IV
NOTES


3. Ibid., p. 35.


CHAPTER V
REVIEW OF LITERATURE

After the introduction of radio and television to the world from the industrial countries of Europe and North America, the world now is witnessing the transfer of the electronic media to the developing countries of the third world. Although many of the developing countries had radio, most of them started television broadcasting only recently. Even though many of these nations did adopt the new medium, television transmission was usually limited to the main urban centers and did not penetrate very far beyond their suburbs. The introduction of television in the developing countries was not limited to new technology: it also affected sociocultural institutions with economic, political, and educational implications. Developing countries are looking forward to achieving the great hopes held out for the contribution of broadcasting to political, economic, social, and cultural development.

Most social and educational experts as well as academics regarded broadcasting as a possible remedy for many of the development problems of the third world.

Although communications scholars may differ widely regarding the role of the media in developing countries,
they do agree that the media are important tools for building a nation. In fact, most studies that consider mass communication as a force of social awareness and national development have concluded that the mass media are fundamental to rapid, successful planned development.

Indeed, it is the nature of the mass media, based as they are in evolving technology, to catalyze educational, social, and economic growth in the third world, as Wilbur Schramm pointed out in his book, Mass Media and National Development. Further, developing nations themselves often view mass media as a vital means by which to move toward prosperity and stability, for the media, especially radio and television which do not require literacy, are able to mobilize a population to participate in social change.

No one who has seen modern communication brought to a traditional village will ever doubt its potency.¹

Many of the underdeveloped nations, because of certain characteristics such as high illiteracy rates and low per capita incomes, still depend on traditional oral means of communications. Indeed, due to the availability of the broadcast media (radio and television), many people in developing countries have the tendency to watch television and listen to the radio instead of reading newspapers and magazines. Also, due to the high illiteracy rate and difficulties of transportation in many of the developing
countries, the broadcast media have been asked to do too much. The broadcast officials and planners appear to be overlooking the fact that when they broadcast to farmers they are not serving the other parts of the community. Schramm noted that in the United Kingdom the national radio operates on three channels at different cultural levels.

In television, Schramm also noted that in developing countries the hard question is what kind of television they are going to use. He noted that the question that is certain to occur with television broadcasts is whether the nation wants to support its television in whole or in part by advertising or with both advertising and private ownership.

Schramm noted that it would be helpful to examine the experiences of some other countries with television, notably the developing countries, but also the experiences with such forms of control and organization in the more fully developed countries as the British Broadcasting Corporation in the United Kingdom, the private and publicly-owned systems side-by-side in Japan, the educational television stations operating under nonprofit regulations in the United States, as well as the patterns of total government ownership or total private ownership.

Schramm also pointed to television's effectiveness in public affairs and instructional content in developing
countries. Schramm noted that television never has been used to its full capability in support of economic development and he poses some important questions about the use of television teaching to help schools develop a country's new educational pattern. What if the full persuasive and instructional power of television were to be used in support of community development and the modernization of family? Where would the break-even point come?

Concerning television programs, Schramm pointed out that a nation, if it wants to maximize the use of television, should be able to produce its own programs.

Skornia indicated in his book *Television and Society* that in all nations the birth of broadcasting raised the problem of control. In most nations, distinguished commissions made careful studies of television broadcasting before it was decided what kinds of organizations were needed. Skornia indicated that the basic question was, "How could broadcasting be operated and controlled so that it would serve all the diverse elements of a nation's life without becoming more subservient to one aspect than the others and without neglecting the overall public interest?"

Skornia also indicated the dangers of leaving these instruments under the control of any one social, political, economic, or religious group.

Percy Tanenbaum described the role of television entertainment programs in national development. He
indicated that entertainment is increasingly used in developed countries to cause information to be positively received in order to effect social change. Docu-dramas or entertaining news broadcasts are examples of different ways to involve the audience in distance, time or place events. Also, entertainment is a most effective form of message design, like comic strips or the situation comedy on television. Finally, entertainment is also efficient in that there are a variety of entertainment formats in any culture available for carrying implicit or explicit messages.

The effectiveness of any single program cannot be tested accurately. As Harrison B. Summers said,

Every program is broadcast to accomplish some specific purpose. Obviously, it is effective or ineffective in the degree to which it achieves that purpose or fails to achieve it. Exact measurement of effectiveness is usually impossible.4

One cannot measure the extent to which a given program influences the public. Since the program is usually only one of a score of different factors which exert influence in combination, Summers indicated that the program cannot possibly be effective if it fails to satisfy three basic requirements. First, it must reach the type of listeners "needed" in relation to the purpose for which it is broadcast, and reach a sufficient number of them to justify the costs of putting the program on the air. Second, the program must attract and hold the attention of the "needed"
audience. And third, the materials in the program must be specifically designed to influence the "needed" audience in some desired direction so that the program is effective.

Elihu Katz pointed out that broadcasting needs to contribute to the formation of development policy as well as its implementation. The broadcasting organizations have to assess the cost-effectiveness of alternative development plans, as well as the impact of their own program patterns on the development of particular regions. He added that the role of broadcasting is crucial to the culture renaissance of developing countries. When it fulfills this role, it is doing more than merely supplying sounds and images. It then begins to justify its existence as a major agency of sociocultural development.

David Seligman indicated that developing countries that ask for help in improving or establishing their educational broadcasting services are not always well served by the assistance that they receive. He suggested that consultants need to be aware of wider educational plans, and of social and cultural differences and be able to cope with the variations of resources and technology that will be available to them in the client country.

It is important to know as much as we can about the audience. What do they like? How do they think? What do they need and what type of changes can take place in which
the audience can participate? Planners must know how the social system and the community customs and values relate to campaign objectives.

It is very important for the media planners to create some kind of relationship with their audience. Through this relationship the planners will be able to determine which medium is most effective in carrying the intended message. The programs must carry answers to the questions that puzzle the community.

Schramm pointed out the importance of feedback. He stated that the mass media are concerned with feedback of two kinds. One of these is the kind of feedback they themselves can bring about through their programs. For many countries, this has been accomplished with great effect by building "localness" into the media. Radio becomes "local radio," newspapers move into the towns and send their reporters into the villages. They abandon the idea that programs must be produced entirely in the radio or television studio, films made wholly in the film studio, news found only in the cities or on the news agency wire. They go out to the villages and town, seeking interviews on farm plans and problems, films of what is happening in the villages, opinions from the man in the street. They invite questions for the media to answer, letters to the editor, local speakers, and panels on the air. In other words,
they rely heavily on local production. And, by so doing, they bring about a feedback of local news and opinion into the media and encourage the audience to think that it is indeed their channel, not merely a channel that comes to them.

Another important aspect of effective communication in developing countries is knowing how the information reaches the population. In most of the well developed countries, it is known, for example, what a given kind of individual is likely to read—a newspaper or a magazine—what kind of film he is likely to see, what kind of radio and television he is likely to choose. In most developing countries a great deal about the audience has been known, but due to the lack of transportation and the geographical situation, the mass media do not reach the whole population and the mainstream of information is usually interpersonal communication.

Most of these views mentioned before directed the attention of international agencies to the role of television in development.

The purpose of this chapter is simply to identify basic principles for the use of television in national development. It deals with different researches and scholars in the field of mass communication and development and also with experiences using television in national development.
Many of the countries now called "the developing countries" once had civilizations and politics that contributed to the whole world of their time and they had a high standing in human history. The wealth of these nations, however, and the political and economic relations between them have been changed as a result of colonization by European powers. The people of these nations, in Africa, Asia, and Latin America, have been pushed to a state of dependency. Many of these developing nations find it extremely difficult to shape their own future. These developing societies have some characteristics in common: low per capita income, technological inefficiency, relative homogeneity, and high illiteracy rate.

Against such a background and technological revolution, these countries found themselves in the mainstream, and "development" became a must. Trying to reach their population, they started to use the broadcast media instead of the traditional oral means of communication.

This study involves a variety of concepts and definitions. The most important ones are communication, information, social change, development, and developing countries. The question of defining these concepts arose early in this work and according to Goram Hedebra,

Communication is the process whereby someone sends a message to someone else and receives a response. This process may occur on more or less equal bases.
When the initiative and ability lie solely with the sender, the result is a one-way flow of messages. An example of this is mass communication, where the mass media carry the messages. By its very nature mass communication is:

1. Directed in one way with little or no possibilities for the receivers to respond to the senders/the media.
2. Impersonal; the messages are explicitly formulated to suit a mass of people, not any single person.
3. Simultaneous; a large number of people receive a message at the same time.
4. Public.

Information is a concept that carries several meanings. First of all, it refers to the content of a message; a message can be more or less informative. But information can also denote a one-way flow of messages from a sender to a receiver.

The term communication is used generally, to describe situations where messages flow between institutions, people, and media, with or without feedback. Information is used mainly to denote the contents, but also in some cases to describe situations where it is clear there is no exchange of messages at all. These cases are few, however,

Social change is the transformation that takes place in all societies, either gradually or in more dramatic ways. The process can be evolutionary or revolutionary. The change refers to alterations in the organization of a society, in its structure, or in the functions performed by different groups and units within it. By society we mean nations, regions, villages, or any configuration that forms a social system.

Development is a particular form of social change meaning improved living conditions. But it refers not only to the change process, it describes also the state of things at the end of this process; it is also a goal.8

Developing Countries

The term "underdeveloped" means the same as "developing" as Schramm pointed out:
"Underdeveloped" is not a pejorative term. It means simply that economic growth (and the social changes that must accompany economic growth) have not yet passed a certain point and to be called a "developing" country is a badge of honor because it means that a nation has undertaken to lift itself up by its own strength out of the stage of economic underdevelopment and to do in a few decades what in earlier history has usually taken centuries.\(^9\)

Therefore, this study primarily focuses and uses the term "developing" and the expressions "underdeveloped," "undeveloped," "less developed," and "the third world countries" are used as synonyms, although there are great differences among them if they are analyzed closely. But they are referred to as symptoms of underdevelopment such as poverty, malnutrition, chronic disease, unemployment, low income per capita, and low rate of literacy.
FIGURE 1

DEVELOPED AND DEVELOPING COUNTRIES

Most of the countries of Asia, the Middle East, Africa, and Latin America have been called the developing areas of the world. The overwhelming majority of the population lives in rural areas and are typically isolated because of illiteracy and lack of adequate transport facilities. However, migration to cities is increasing sharply and has resulted in overcrowded living conditions and serious unemployment. Besides creating problems in cities, the migration often leads to a scarcity of desired labor in the agricultural sector accompanied by a decline in productivity. Inevitably, these problems have become major concerns of governments in the developing world, and their major task is to stem the flow of people from the rural to the urban sectors. This can be accomplished, in part, by encouraging small rural and urban enterprises such as small cottage industries and other activities related to agriculture. An increase in the standard of living and a favorable change in attitude by rural people towards rural life is an important stimulus to a healthy national economy.

To achieve these objectives, efficient and effective rural development is one of the most pressing needs of the developing countries. A favorable attitude by rural people towards rural life will only be developed if at least some of the pleasantries of urban living--such as better education, health, and recreation--are made available in rural
areas. Most of the people in the rural areas live a marginal existence as peasant farmers with low productivity. These people suffer from poor nutrition and health, lack of education, and a passivity that seems to make their lives unbearable. Most governments want to improve the living conditions of their large masses of rural people through modernization, adoption of innovations, increased productivity in agriculture, and improved diets. Some governments also want their people to become involved in their own development and have some control over their own lives.

By the rapid growth of means of mass communication such as television and radio, the face of society has been changing in the last fifty years. These media, offshoots of the technological revolution that began late in the nineteenth century, have already mushroomed into a major industry, and have given a unique quality to the age in which we live.

To utilize such forms of communication for the good of the community has become a major task for social educators and planners, particularly in the third world regions. Such pioneering work was done in the past by individuals on their own initiative and inspiration, but these isolated efforts could never match the challenge presented by the poverty, disease, illiteracy, and apathy in the underdeveloped nations. It has become necessary to organize
campaigns for fundamental education and community development using the most effective means in order to release the latent energy of millions in these developing regions of the world, to restore their confidence, get them thinking, integrate them into new methodologies, and make them feel that they possess the power and capacity to transform their lives and so realize their dreams.

Millions of people in the third world today, comprising some two-thirds of the world's total population, can neither read nor write and have no chance of acquiring literacy by the ordinary methods of schooling—and yet without enlightenment for them and active cooperation on their part, there is little chance of rapid and far-reaching progress. Countries in a hurry cannot afford an inert population—their human resources are indispensable. Therefore, they must speed the flow of information, offer education, and teach literacy and technical skills quickly and to all parts of their countries. One of the best ways this can be accomplished is to make full use of modern telecommunications technology.

Educational researchers have stated that the development of broadcast media is reciprocally related to economic development. On the one hand, a certain level of wealth must be attained in any society before it can sustain the development of services not as immediately
essential as food and shelter. On the other hand, the broadcasting media can markedly stimulate the capacity to create further wealth by enlisting the human and material resources—such as improved skills and better education—more directly into the economic development process.

The importance of telecommunications media in developing countries is that they are, in Schramm's words, great multipliers. Just as machines of the industrial revolution are able to multiply human power with other kinds of energy, so the communicating machines of the information revolution are able to multiply the human messages to a degree previously unheard of.
## Table 8
Basic Indicators of the Developing Countries

<table>
<thead>
<tr>
<th>Region</th>
<th>Population (millions) mid-1982</th>
<th>Area (thousands of square kilometers)</th>
<th>1982 Dollars</th>
<th>Average annual growth rate (percent) 1960-70 to 1970-82*</th>
<th>Average annual rate of initiation (percent) 1960-70 to 1970-82*</th>
<th>Life expectancy at birth (years) 1982</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income economies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>China and India</td>
<td>1,725.2</td>
<td>12,941</td>
<td>280 w</td>
<td>3.0 w</td>
<td>3.2 m</td>
<td>11.5 m</td>
</tr>
<tr>
<td>Other low-income</td>
<td>541.3</td>
<td>16,246</td>
<td>200 u</td>
<td>3.5 u</td>
<td>3.2 m</td>
<td>11.7 m</td>
</tr>
<tr>
<td>1 Chad</td>
<td>46</td>
<td>1,264</td>
<td>80</td>
<td>-2.6</td>
<td>4.6</td>
<td>7.5</td>
</tr>
<tr>
<td>2 Bangladesh</td>
<td>92.9</td>
<td>144</td>
<td>140</td>
<td>0.3</td>
<td>3.7</td>
<td>16.9</td>
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<tr>
<td>3 India</td>
<td>53</td>
<td>1,222</td>
<td>140</td>
<td>1.4</td>
<td>2.1</td>
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<td>4 Nepal</td>
<td>15.4</td>
<td>141</td>
<td>170</td>
<td>-0.1</td>
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<tr>
<td>5 Malawi</td>
<td>71</td>
<td>1,240</td>
<td>180</td>
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<td>6 Burundi</td>
<td>34.9</td>
<td>677</td>
<td>190</td>
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<td>7 Zaire</td>
<td>20.7</td>
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<td>8 Malawi</td>
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<td>11 India</td>
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*Note: For data comparability and coverage, see the technical notes.*
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Note: a Figures in parentheses below 1950 are not available. These figures are estimates used where less data are available.

b Figures in parentheses below 1950 are not available.

c Figures in parentheses below 1950 are not available.
Table 8 presents the pertinent indicators of development in 126 countries. These are grouped into the low-income economies, middle-income economies, and high-income economies. It reveals the basic data about the developing countries. Looking at the first group, it is easy to see the low GNP per capita which is under $390 a year. Obviously, there are some countries in this group who suffer from overpopulation such as Bangladesh, India, Pakistan, and China. Also the table indicates that some countries in the same group experience a low average annual growth rate such as Chad, Uganda, and Niger. Life expectancy of most of the nations in this group is under sixty, the exception being SriLanka and China. Indeed, some have a very low life expectancy such as Somalia, Sierra Leone, and Afghanistan.

Some countries suffer from a high rate of inflation. For example, Uganda has 47.4 percent and Ghana has 39.5 percent.¹⁰

The middle-income economies are divided into two groups: lower-middle income and upper-middle income. The main characteristic of this group is that they achieved an average growth rate with the exception of Sudan and Zambia. Some of them are somewhat overpopulated such as Indonesia, Nigeria, and Philippines.
Life expectancy is around the sixties with the exception of Sudan, Mauritania, Yemen PDR + AR, and Senegal, which is around the fourties.

Inflation rate is high in some such as Peru, 37 percent; Turkey, 36.4 percent; Chile, 144.3 percent; and Argentina, 136 percent.

High income economies are mainly oil exporters. GNP per capita is over $6,000 a year. Population is relatively small.
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### Notes
- All figures are for years other than those indicated. See introductory notes.
Table 9 presents the pertinent indicators of education in 126 countries. These are grouped into the low-income economies, middle-income economies, and high-income economies. It reveals basic data about education in the developing countries.

Low-income economies group share the small percentage of the population. For some of them the number does not represent a percentage at all as for most of these countries.

Middle-income economies, both lower-middle income and high-middle income, suffer from a low percentage of the number enrolled in secondary school and the number enrolled in higher education.

High income economies have the great majority of their population illiterate.
Four Campaign Areas in Developing Countries

People usually think of education as a training process. Media make this training process available by providing people with a wider spectrum of information. In the case of the nonprint media such as radio and television, supplying adequate information for illiterate people is significant because of the ability of these media to bypass the illiteracy barrier and supply verbal and audiovisual-based messages to communities directly instead of using print language.

Using the media for helping developing countries to bring about social change and development is usually done through organized campaigns:

1. Agriculture

Agriculture education and information could be significantly improved by providing the farmers or the villagers with the necessary information.

If campaigns can massively provide appropriate agriculture information via the broadcasting media to a significant number of a rural audience, there is some evidence that benefits will occur from this exposure.

Schramm describes that role in India where results have been encouraging. The so-called "Package Program" is a good example of how a broadly conceived development campaign could make a change.
Agricultural improvement work in India in recent years has stressed the adoption of single practices, such as use of improved seed, or of green manure, or sowing of paddy rice in rows instead of broadcasting the seed. The Package Program, however, emphasizes the simultaneous use of a 'package' of several related practices, such as use of better seed, seed cleaning and treatment, better seedbed preparation, use of fertilizers at the right times and in the proper quantities, better water use, and suitable plant protection measures. The 'package' of practices varies between areas, but always includes a group of interacting practices that are much more productive than any single practice can be when applied alone. The practices involved are those that are feasible for cultivators to perform under existing conditions, that can be supported with adequate technical guidance and supplies, and that the cultivators themselves agree to undertake.\textsuperscript{11}

2. Health

In the field of health care, health and nutrition education, and family planning, there is less evidence, perhaps because practices are adopted without many resources such as agriculture; but still the electronic media has some impact on rural development.

... Hall (1978) provides a case study of a massive mobilization of almost two million rural people in Tanzania for a public health radio campaign, the short-term benefits of which included an estimated 750,000 latrines built. Experimental efforts to use radio spot announcements in several Third World countries (that is, Ecuador, the Philippines, and Nicaragua) to get mothers to adopt simple nutritional practices also seem to have had some success (Cooke and Romweber 1977).\textsuperscript{12}

3. Literacy Learning

Television is a useful tool and ideal medium of nonformal education for literacy and has a potential
impact in improving literacy if it is used skillfully. There have been a number of efforts to use the medium in the education of rural people.

All adult literacy programmes, and most particularly those that have leaned on media like television, radio, and film, have depended heavily on special, easy-reading materials for use following the class itself. Without them, the student quickly forgets his newly-won skill. Furthermore, if these materials are well planned, they can disseminate a great deal of useful information about agriculture, health, sanitation, citizenship, national history and government, and other subjects of high priority in national development.  

4. **Formal Education**

There is some evidence that the electronic media have considerable potential in developing countries as a means of instruction.

The newer media offer certain attractive possibilities: it can be utilized in a country where trained teachers are scarce or highly trained personnel are not available. It also offers the opportunity to share its best teachers across the country. Television can also offer some educational opportunity for those without schools or for the people who cannot get to school.

The developing countries, in particular, have seen the "new media" as a way to raise the quality of instruction faster than it could be raised by increasing and upgrading the teacher corps, to supplement even good teaching with learning experiences impossible to create locally, and to extend the reach of education to areas where schools and
teachers are not otherwise available. If new technology could raise the educational output without greatly increasing the budget for teaching (which is the largest part of educational cost) and without requiring too many more schools to be built, equipped, and staffed, then it would indeed offer great dividends in productivity.14

Measures of Development15

The following three factors are considered to be basic in the measurement of development.

1. Gross National Product per Capita is based on the total domestic and foreign output claimed by residents and divided by the total population. By this standard, the United States would rank eleven in the world today behind United Arab Emirates and Kuwait, which are higher in GNP, per capita, than the U.S.A., even though they are behind in many other aspects of a developing society.

2. Level of Industrialization: By contrasting the percent of gross national product produced by industry with that produced by agriculture and other means, we arrive at the level of industrialization. For example, in El Salvador, agriculture produces three times as much GNP as industry. Therefore, it is considered low in industrialization.

3. Development is also measured by the physical quality of life index or POLI, which is a composite measure of
literacy, infant mortality, and life expectancy. For example, Japan and Sweden have a higher physical quality of life than the U.S.A. By this measure, their citizens "live better" than those in the U.S.A. Cuba and Grenada are close behind, even though they are usually considered developing countries. But Tanzania and the United Arab Emirates rank much lower in the physical quality of life of their citizens, even though the U.A.E. has a higher GNP. Physical quality of life is also related to income distribution and whether it is more equitably distributed or whether the rich are getting richer and the poor are getting poorer, as is the case in many countries.

When we look at all of the different ways to measure development, we realize that any given country may be high on one measure, but low on others. Some countries are ahead in gross national product or industrialization, while others lead in physical quality of life or in income distribution. From this description, it seems that none of the statistical measures really captures the meaning of development. However, those measures help people to realize their state of affairs and their potential as productive individuals.

In the last three decades interest increased in the relationship between development and communication. Four
main trends or approaches of thinking emerged in the field. Some call them paradigms, others call them models.

First approach: Late 1950s and 1960s, the old paradigm. The main emphasis was upon economic growth by Rostow, Schramm, Pye, and Lerner. The trickle-down theory means capital intensive technology, industrialization, centralized planning, and increased productivity. The communication channel was basically mass media. The function of communication was to mobilize people for development and disseminate known knowledge. The problems were that GNP was increased, but there was unemployment-urban congestion. There was no trickle-down of benefits. The gap was increased between the rich and the poor with little regard for receivers and their social structure (accused of being traditional). There was a top-down strategy with emphasis on the sender. There was one-way communication with little attention to the role of culture, which was based on Western culture.

Second approach: Everett Rogers, 1976, the new paradigm, a positive achievement. The main emphasis was social growth with attention to the quality of life, which means labor intensive technology, integration of traditional and modern systems, decentralized planning, and participation in decision-making. The communication channels were basically mass media and interpersonal channels. The function of communication was to facilitate the exchange of
information related to development. The problem was that there were some conflicting trends of thought. On one hand, there was the interdependence of the developed and developing countries and how they all constitute a world system. On the other hand, there was great emphasis placed on self-management. The role between mass media and interpersonal was not clear to effect a two-way communication.

**Third approach: Nordenstrong and Schiller, 1979.** The main emphasis was structural transformation of society (interdependence of the developed and developing countries) which means elimination of dependency relationships. The communication channels were basically mass media and a mix between interpersonal channels and mass media. The function of communication was to educate the masses leading to a new awareness and to mobilize support for a structured rearrangement of society. The problems were that the Galtung theory of imperialism (1980), economic aid, transnational corporation, and the international monetary institutions were cited as forms of control. The factors responsible for the growth of advanced countries were responsible for the state of poverty in the less developed countries.

**Fourth approach: Currently gaining wide support.** The main emphasis was self-development and reliance, popular participation, grass roots development, integrated village
development, use of appropriate technology, fulfillment of basic needs, productive use of local resources, development of problems to be defined by the people themselves, and culture as a mediating force in development, which means systems approach harnessing, local resources, and self-reliance and popular participation. The communication channels were mainly interpersonal channels with support of mass media. The function of communication was to forge common identity and encouragement of participation through emphasis on shared values and experiences.\textsuperscript{16}

Conclusion

Understanding development requires us to look at the whole gamut of social adjustments that is required for successful transition from one state of social conditions to another. Margaret Mead advocated that we should look at a culture as a system. If you change one part, you should change the rest of the parts; otherwise you would end up being worse off than you were before. Introducing pieces of culturally tainted technology from advanced countries into poor developing ones without the rest of the components is like introducing powdered milk without clean water or clothes without soap. All we would produce would be a "parasitical" society in many ways.

The introduction of material technology and industrialization alone did not bring the needed social change as
predicted. Instead, it raised expectations and caused frustrations and discontent, because goals were not achieved and promised rewards could not be attained.

The drive for the quantification of development helped define what development was and was not. Material well-being could be measured by economists in terms of per capita income. Such values as justice, freedom, and quality of life do not fit on any current yardstick. Political stability and unity in the absence of a viably strong private economic sector, were thought to be necessary for continued economic growth, which had to be planned and executed. Local communities, it was assumed, would be changed eventually by such development, but their advance was thought to depend upon the provision of information and resource inputs from the central government. Autonomous self-development was considered unlikely or impossible. In any event, it seemed too slow, so national governments started the building of steel mills, international airports, and large government buildings, and the bigger the project, the better it was considered.

In the meantime, the labeling of countries on the basis of their low per capita income, their lack of modern facilities, and their lower standard of living as underdeveloped, used only quantification for measurement of development.
The assumption that poverty was equivalent to underdevelopment and industrial wealth and riches meant development, neglected such values as family ties, relative absence of crime, cooperative spirit, and cultural traditions, which should also be measured and taken into consideration before nations are labeled one way or the other. Therefore, both qualitative and quantitative methods should be used in the measurement of the advancement of nations.

The need for development is universal and varies from one culture to another. Imposing an alien way of life on other societies impoverishes it rather than enriches it. Therefore, needs should be defined in terms of the societal environment they deal with. In other words, development should be specifically tailored to meet the needs of each country, for countries, like people, each have their own needs, aspirations, and way of life. The improvement of living accommodations and income increases are means, not ends, for what is better, for one does not mean good for all.

The legacy of improving the quality of life will continue until people rely on self, rather than depending on others, working within their own culture and not transplanting others, and able to live and work in harmony with people in all walks of life. Even then, there will still be room for development.
CHAPTER V
NOTES


6 Ibid., p. 346.

7 Schramm, Mass Media and National Development.

8 Goram Hedebra, Communication and Social Change in Developing Nations: A Critical View (The Iowa State University Press, 1982).

9 Schramm, Mass Media and National Development.


12 Ibid.

13 Ibid.

14 Ibid.

CHAPTER VI

DERIVED PRINCIPLES FOR THE USE OF TELEVISION IN NATIONAL DEVELOPMENT

After examining the literature dealing with the use of television in national development, a set of basic principles for the use of television in national development was identified. Communications schools and researchers have been advising development planners for some time to pay closer attention to the role and the importance of the broadcast media.

Most social scientists believe that broadcast media could contribute a great deal to national development.

These identified principles were derived mainly from reviewing research reports and other available literature. They can serve as guides or helpful advice for emerging countries engaging in development activities, since developing countries have many similarities as well as differences. Before they are utilized, however, they will need to be validated by experienced leaders in national development.

Finance

1. In designing any campaign, covering the entire campaign financially should take first priority.
Schramm pointed out that the first requirement for accelerating development through mass communication is that any developing nation should be willing to make a heavy investment in media growth.\textsuperscript{1} It is obvious in a developing world that mass media are underfinanced and underdeveloped; therefore, their contribution to national development is less than might be expected. To insure campaign success, therefore, it is necessary to provide adequate financial support.

2. Before initiating any campaign, cost efficiency should be highly considered.

It is believed that technologies such as radio and television can provide massive public information in substitution for human information carriers such as social service agents. McAnany indicated that,

\textendash\textendash\textendash insofar as radio can substitute for or complement the work of an agricultural extension agent, it can reach more people at a lower cost than the agent alone. What needs careful review, however, is whether it is the information that is lacking to most small farmers or the resources needed to put the information into practice . . . \textsuperscript{2}

There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.

Wilbur Schramm indicated,

Financing might be supplied by license fees, although these might unnecessarily slow the dissemination of
receivers. A poor country might well consider advertising as a supplementary source of revenue if commercials are limited to indigenous mass products. The best source of funds, however, would be general taxation or special excise taxes on foreign and domestic luxury goods.3

Research
1. Before mounting any campaign, conducting research to identify audience characteristics is essential.

Without identifying audience characteristics, any campaign is liable to drastic failure. Local beliefs, traditions, and customs may be great obstacles opposing the goals of the campaign; therefore, identifying these obstacles before undertaking the campaign will help to overcome the rejection from the community.

Frans Lenglet explained that:

An illustration of this obstacle is the resistance or impossibility of certain villagers to accept the scientific explanations regarding disease cycles—for example, microbes being carried from the drinking water through the human body and back into the water. Here, the rationalization may be: "Those TV explanations are good for the Whites, we have our own explanations." The television message is understood but is instantly rejected as a valid aid in understanding or changing the world.4

2. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.

It is highly recommended to conduct research to discover whether the media can reach the intended audience and
under what conditions. Due to the fact that audience characteristics are not fully known and there is frequently an adversity between audiences and listening-viewing conditions. It is difficult to deliver the intended message where it is needed, when it is needed. Such research is therefore essential.

Goram Hedebra indicated:

. . . little or no research has been carried out that begins with a concern for the interests of the poorest in society. Participatory research is a positive correction of this prevailing situation. As the name implies, the researcher participates in a local village or region, studying problems from the perspective of the weakest groups. 5

3. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.

It is essential to keep in touch with the content of the media to make sure they carry the desired message. Analyzing the programming content of the media on a continuing basis is important. The researcher should get together with broadcasters, producers, and sponsors and let them know what the public needs and keep dialogue going between the two parties (audience and broadcasters) as the basis for modifying the programming content.

Also invite scholars in the field to use their academic, intellectual, and professional views and critics.
Larry Shore pointed out that,

Although more work beyond just content analysis needs to be done in this area, the tentative results give much reason for concern for the contribution of this type of mass media content to development objectives and the attainment of greater social equity."

4. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.

There should be an analysis of results in different substantive areas (for example, health and nutrition, agriculture, literacy, and small industry). This should be an evaluation not only of the shorter--but also of the longer-term benefits of the developmental project, including the impact of the media on the audience.

Wilbur Schramm mentioned,

Mass communication is always in a hurry. It goes from issue to issue, program to program, campaign to campaign, with little time to assess the results of what it has done and a great compulsion to devote its time to what must be done next. The reports from the audiences that come to it are too late, too slight, or too unsystematic to be of much help in modifying future practice.

5. Feedback from the audience is crucial in order to make the campaign as effective as possible.

There should be a clear-cut mechanism for involving the target audience itself--participation in planning, implementation, definition of needs, and in benefits.
Feedback is the basis upon which the media messages should be designed. For without feedback from the audience, there is no way of knowing the audiences' needs and no way to direct the media messages to those needs. Feedback from the audiences plays an important role in designing and directing broadcasting's content concerning the audiences' needs.

Robert D. Graff indicated "...it is necessary to know the local culture into which the media go. It is therefore helpful to increase the amount of feedback from the target culture." 8

6. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.

Without a doubt, the best way to discover if any of the messages are adequately designed is by pretesting them; that is, conduct a pilot study to check for problems. Small samples can be invaluable for determining if the study approach is correct and for refining questions. Areas of misunderstanding or confusion can be easily corrected without wasting time or money.

Wilbur Schramm cautioned, "The mass media must make special efforts to avoid possible failures in communication before these can happen." 9 He specifically suggested:
The pilot project in which a campaign is tried out in a limited area, and every aspect of the operation is closely observed and evaluated. The returns from a well-conducted pilot project are very rich.  

Organization

1. Coordination between agencies involved in the campaign should exist.

Designing a campaign to promote national development usually involves several agencies—putting television programs to work to send specified messages needs the cooperation of such organizations as the Ministry of Education, the Ministry of Health, and the Ministry of Communication. There should be cooperation and coordination among these institutions to achieve the desired goals of the program. Douglas Boyd mentioned that there is a big gap and a surprising lack of communication and cooperation between the ministries of information and education in Egypt and that this reflects the confusion in planning the use of broadcast programming.

2. The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.

In almost all third-world countries, one finds a relatively well-developed system of interactive planning institutions at the top level. The structures become less
systematic when one reaches the so-called root-level of the population. It is important for the rural audience to develop some kind of rural structure or system by means of which the rural audience can participate in the campaign.

Peter Habermann pointed out that the only way to guarantee a successful campaign is to adopt the target audience's viewpoint. He termed it a "popular participation strategy" and the implication is that the intended audience of an innovation is actively involved in decision making. ¹²

3. The political power structure should allow the medium to perform for the public interest and not impose on it or intervene with its messages.

In many developing countries, the main difficulties facing the medium are related to the fact that freedom of opinion and expression as a human right is supposed to be protected against interference by national public authorities, but this is seldom the case. For a campaign to be truly effective, the political power structure should permit the medium to perform for the public interest with minimum or no interference to freedom of information.

Elihu Katz and George Wedell indicated:

The relationship of broadcasting to any political power structure is bound to be ambivalent. Given the assumed influence of the broadcast media on public opinion and attitude formation, governments everywhere, sensitive to public opinion and public attitudes toward themselves, tend to believe the media to be largely responsible. ¹³
4. Organizing the audience for reception and follow-up action is needed to gain maximum development.

It is important before and during any campaign to start organizing the target audience and to prepare them for the campaign. Elihu Katz mentioned that both Tanzania and Senegal have carried on successful experiments by organizing the audience and making use of community listening and viewing groups. In the Senegal experiment, Katz added, they succeeded in building a traditional model of village talk sessions. The model consisted of a twice-weekly recorded exchange between rural planners and villagers. Organizing listening-viewing groups connected with the program formed a two-way communication which was effective and satisfying.¹⁴

5. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.

In developing countries, it is usually the bureaucracy that create problems in development campaigns. These problems mostly affect finances and time. The reason for the limited concurrence between what people expect broadcasting to do and what is actually achieved is due to underestimating political and economic bureaucratic constraints.

A communication system would be able to play a much more effective role in supporting development if the mass
media institutional networks and opinion leaders were to speak with one voice concerning the necessity of overcoming the bureaucratic constraints in the future promotion of development.

6. Serious political commitment from the government to improve conditions and develop rural and suburban communities is required.

The broadcast media will not be able to perform alone. Serious political commitment to improve conditions and to develop rural and suburban communities is required. There is also the equally compelling commitment to promote mass communications that will enhance and raise the level of cooperation and interaction between media and the people as well as encouraging the exchange of ideas among individuals and among nations.

It is important for the governments of developing countries not to be too concerned with retaining their hold on power, but rather to use the media as a stimulant instead of a sedative.15

7. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.

Effective planning in developing countries must concentrate on development campaigns. An integrated approach
covering areas such as agriculture, health, literacy and formal education, and communications are to serve the needs of development.

Localness

1. The goals and objectives of any campaign should be founded on adequate local knowledge of local culture, local tradition, local customs, and local problems.

Television programs directed toward specific audiences must promote feelings and emotions of association and empathy to insure effective results. Planners must seek local needs and problems and gather information about local culture, habits, and traditions before stating the goals and the objectives of any campaign in the desired community. A program of change should be tailored to fit cultural values and past experiences.

Everett M. Rogers suggested,

Programs of change will be more successful if they are relatively compatible with the existing cultural beliefs, attitudes, and values. . . "16

2. A local media center staffed with local researchers or community investigators is necessary to evaluate and develop program strategy.

It is important to establish a local media center with feedback units for gathering and analyzing information from
the audience. These local agents in the local media center have a hard task to persuade local people to participate in evaluating programs and come with ideas for program development.

Everett M. Rogers mentioned,

Change agents should be more concerned with improving their clients' competence in evaluating new ideas.17

3. Plans for television use should be grounded on understanding and perception of local habits and lifestyles.

It is important for both researchers and decision-makers to visit and live with the people in the villages and towns that are to be developed and to study their lifestyles and cultural habits before initiating any campaign.

Most media in developing countries are concentrated in the urban areas. This is where the educated groups live and the highest number of literates is found. Rural areas generally have a much poorer lifestyle and different habits. Thus, if the aim is to develop rural areas, understanding the perceptions of the local inhabitants is required.

As Robert A. Solo and Everett M. Rogers stated:

Attention should be devoted to psychological, sociological, and economic factors which account for differential rates of adoption among individuals.18
4. Local personnel should be involved in planning, installing, maintaining, directing, and producing local media.

Local personnel should be in control of the media in rural areas instead of having them remote-controlled from the cities. Communication structure has to be created in such a way that people not only feel, but actually are responsible for their own development.

Ali Z. Elgabri indicated that

The necessary local personnel to produce these communications and get others to introduce new productive practices or attitude change through the media.¹⁹

5. Local influential people should participate in delivering the intended messages throughout the entire campaign.

In most of the third world countries, traditional communication, which is largely face-to-face, is playing an important role. In every village and small town there are some persons who have established credibility among the farmers and the villagers. These people should participate in campaigns in order to reach their populations thus helping to deliver the intended messages to their communities.

Everett M. Rogers indicated,

The success or failure of programs of planned change depend ultimately upon the ability and cooperation of local leaders at the village level. Change agents are advised to concentrate their efforts in introducing innovation upon village leaders.²⁰
Content

1. In designing any program, using the common language of the target audience is extremely important.

Human beings are not the only living creatures who use sound and gestures for purposes of communication. But humans are the only creatures who have developed the sophisticated idea of communicating through verbal and nonverbal means. It is important to broadcasters to convey meanings and messages by using the common language of their audiences.

In all multilingual countries, broadcasters struggle with the dilemmas caused by linguistic diversity. They recognize that broadcasts in local languages are a good means of mobilizing participation in socioeconomic development.

The Nigerian case is a good example. The national service of the Nigerian Broadcasting Corporation broadcasts in English in order to overcome the problem of reaching more than a fraction of Nigeria's two hundred language groups; however, English itself is unfamiliar to a majority of the population. The many state and local stations do not have this problem as they broadcast in the local languages.\(^2\)

2. Messages provided by the program must be effective in causing the target audience to modify attitudes or behavior in the way desired.

Modernization, for example, is a message that reaches people from and through many and different kinds of programs; therefore, in designing developmental programs,
cause-effect relation should be considered as to modify audience attitude.

Elihu Katz pointed out:

At the individual level, the data relating media use to modernizing attitudes and practices of peasants seem consistent and persuasive. There are not very many such studies, but they demonstrate quite strong correlations between media exposure and modernity, even when other variables are taken into account. Literacy is even more strongly related. The most recent evidence comes from Inkeles and Smith who insist that their data, though cross-sectional, should probably be read causally: the mass media induce urban workingmen to hold modern attitudes—to feel efficacious.\textsuperscript{22}

3. Program objectives must match with programming goals and campaign strategy.

Knowing the audience objective before deciding the content and the style of delivery is important. More important is the campaign strategy to persuade the audience; therefore, broadcast program objectives must match with campaign goals and strategy. The broadcaster must know the goals of the campaign before designing a program and identify exactly the kind of objectives or values to go with the campaign goals and objectives.

Wilbur Schramm concludes:

Programming goals should be primarily educational and cultural. Programs should include general information and specific projects, such as literacy, hygiene, population control, and agricultural drives. This type of programming has not been employed much in developed countries, so the poorer countries must pioneer it. School programming in rich countries has generally been supplemental rather than direct.\textsuperscript{23}
4. Messages through any given program should not include elements that will create audience opposition.

In any program, messages should not be of such a nature or include elements that will create audience antagonism and opposition. If they do include elements that offend or antagonize audiences, they not only fail to achieve their purpose, but also they may cause audiences to firmly vow that they will never believe in such a message—exactly the opposite change in attitude from that designed by planners.

Wilbur Schramm remarks,

That part of the statute of content that tends to ensure the protection of the material and moral interests of individuals, including respect for their private life and for the dignity of persons and their legitimate beliefs, is also a factor of development to the extent that this development has for its condition and aim the promotion of human values. 24

5. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.

Messages through different kinds of programs should address the needs and interests of the audience. As Lewis G. Calwell once observed:

"Public interest, convenience or necessity" means about as little as any phrase that the drafters of the Act could have used and still comply with the constitutional requirement that there be some standard to guide
the administrative wisdom of the licensing authority. . . . The underlying theory is, however, perfectly sound: only an indefinite and very elastic standard should be prescribed for the regulation of an art and a field of human endeavor which is progressing and changing at so rapid a pace. 25

6. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.

On designing any campaign, the planner's goal is to pull in as many potential audience members as possible, conceding that this potential is limited in the first place to the minority that would conceivably be interested in the type of programming offered.

Herbert H. Howard and Michael S. Kieuman state,

The composition of the audience of any program depends, in considerable degree, on the types of audience available at the time of broadcast. If the program evaluated is broadcast at a time when very few people of the "needed" type are available, there certainly can't be many individuals of "needed" types included in the program audience. On the other hand, if at the time of broadcast, "needed" audience are available in substantial numbers, there is every reason to expect that they will be included in considerable numbers in the audience of the program. 26

7. The program must offer strong appeals, both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.
The program must provide strong appeals for the types of audience needed to achieve the program's purpose.

Strength of appeals—particularly strength for "program selectors"—insures a relatively large total audience. Of course, various other factors are helpful in delivering a large total audience. But if the program evaluated has unusually strong appeals, and strong particularly for "program selectors" at the hour of broadcast, it meets the one most important essential to the attracting of a large total audience.27

8. The program must attract and hold, at least in reasonable degree, the attention of the needed audience in the program audience.

Many persons in a typical television audience are engaged in some other activity at the same time they are watching television—therefore, the program must offer appeals to command and hold the attention of the target audience. In order to get better response from a wide range of the audience, the program must attract and hold the attention of the needed audience. Messages should be presented with courtesy and good taste. "A Program is successful only if it attracts and sustains the interest of its intended audience."28

9. To insure maximum attention, the program must be presented at a time and in a way in which distracting influences are at a minimum.
Scheduling is very important. Television programmers must have experience in fine tuning their schedules depending on their knowledge of their audience.

Susan Tyler Eastman indicated,

Many of the distractions which divert attention from the program are a result of conditions in the home. But some of the distractions that lessen attention result from weaknesses in the program itself. Of identification of entertainers—or lack of providing sufficient obvious motivation for things taking place in dramatic programs—or obvious historical or geographical inaccuracies: all these produce irritation, in greater or less degree, and again, result in decreased attention.

Not all distractions can be eliminated—but intelligent scheduling of the program, and careful avoidance of distractions within the program itself, are needed to achieve maximum attention.\(^{29}\)

10. Messages must harmonize with the general purpose of the program.

A good program has "one-ness." It is built around one purpose—messages through this program must support this purpose and harmonize with the program objective.

The requirement of unity in the structure of a program applies to purpose materials no less than to other elements in the program. Purpose materials must "fit the mood"; otherwise they annoy the viewer and may create resentment.

It's built around a single definite idea or theme or individual and every element in the program must harmonize with and contribute to that basic theme. Though a variety of material should be used, it must all fit together. For instance, unity values may be
heightened if a program is built around a featured personality. Or the pivotal point of a show might be a holiday, or a season; it might be a "happening"—real or imaginary. Or a program may be built around a universal theme such as love. In any event, all the pieces must fit and be joined smoothly with good transitional material. Unity is the result of having a single "concept" of a program—a concept which will result in a cohesive whole.\textsuperscript{30}

11. The program must have effective structure, making it easy for audience reception.

In determining the program's structure, the objective the planner wants to pursue is to make the structure of the program easy for audience reception. The specific purpose of any program should be the precise response the planner wants from an audience. General objectives and specific purposes must be clear if the planners are to impress and persuade the audience.

Susan Tyler Eastman, Sidney W. Head, and Lewis Klein point out:

It's quite evident that different individuals within any given family group will very rarely give equal amounts of attention to a program tuned in on the family receiving set. The amount of "liking" for any program varies, according to the sex, age, educational level, degree of sophistication, and so on, of the individual viewer.\textsuperscript{31}

12. Messages should include some element or characteristic which make them easy for listeners to remember.

The modification in attitude produced by the purpose materials in the program must last. It is more likely to
last if the audience can be caused to think of the "message" again and again, days or weeks after being "exposed" to the broadcast.

Summers and Summers state:

Sometimes programs are remembered because of their elaborateness of production, and the number of people involved; sometimes by their use of strong emotional values; sometimes because of their attractiveness in appearance. But regardless of method, every really effective program should include some element that will make it remembered. 32

13. Messages sent through different kinds of programs should be consistent.

It is believed that messages of various programs should be in support of each other. It is true that facts and new ideas are perceived better if information comes to the audiences through different senses. Evan Blythin and Larry A. Samovar explain:

When we talk, we do not just randomly toss words about, and rarely can we get away with making a statement without some form of explanation. In television, as in ordinary conversation, we support our statements in two ways. First, we illustrate what we mean with definitions, examples, statistics, and stories. Second, we establish how we know with testimony. A television speaker may not hear their questions, but a television audience, like any auditor, needs and wants to know what a speaker means and how a speaker comes to know. Illustration and testimony are both important in television. 33

14. Program broadcasts should give the audience reasons for accepting messages presented.
Whatever reason is given or is implied should be the one likely to be accepted as having some value, by the types of audience "needed" to achieve the program's purpose.

Summers and Summers indicated that:

The purpose materials used should give the audience a reason of some sort, for accepting the idea presented.

Sometimes the reason is stated in so many words; more often it is simply implied. It may be emphasized here that it isn't necessary to provide a logical reason for accepting the campaign message; listeners collectively aren't very logical especially in the radio or television listening situation. 34

Planning

1. In any campaign using television, setting priorities, objectives, and goals must be defined.

Skillful planning requires that the planners state obtainable, achievable and attainable goals and objectives. Schramm explained:

... the first essential information in priority setting is the planned curve of development. What are the objectives in the next few years for agriculture and health? How fast are public education and literacy to be expanded? What are the general goals of the country as to how fast the informational level and resources of its people should be raised? And then, of course, what expansion and improvement of information services and facilities do these imply?

Even after the broad priority of communication is established, there must be priorities within communication itself. What most needs doing? Is the present
the time to emphasize radio, or should television be brought in? Are the present needs of education more for additional books, or for projectors and films, or perhaps for radio broadcasts? In what respects are the information services lagging? For example, would a training programme to upgrade information personnel now be more helpful than some additional facilities? Therefore every development campaign uses television. Decisions upon setting priorities of the needs for the short and the long-run are significant.

2. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.

The developing process is not something that can be imposed from above. It has to be the result of the interaction between the leadership and the masses. A strong support and endorsement from the top level of the administration is required in order to guarantee successful campaigns. The leaders act as pathfinders, seeking out channels to their masses, who act as the potential force through which the force can be applied.

As Wilbur Schramm noted:

In Samoa it was the vigorous backing of Governor Lee; in el Salvador, the strong support of Minister Beneke; in the Ivory Coast, the support of President Houphoet-Boigny. In Niger, President Diori's interest made possible the existence of the project, and the fact that almost no other strong support existed in the government made it difficult for the project to expand beyond the experimental stage.
3. Careful planning to organize and arrange group situations is helpful for interaction between the audience.

It is important to organize and arrange group situations or community viewing centers. In such groups, people tend to interact and be more stimulated to talk about their problems, showing their awareness of the existing problems and issues and discussing appropriate solutions. Passive attitudes in group situations are most likely to be changed to active ones. People from the same community have basic similarities, aims, and views. When they identify the problem, positive reaction from them will take place.

Elihu Katz indicated that,

Community viewing centers, such as those set up by the Broadcasting Company of Northern Nigeria (BCNN), besides enabling people in rural areas to gain access to television, are often good reinforcers of such messages. As meeting places they become, in effect, group learning centers that, like group psychotherapy, are often more effective than addressing people as isolated individuals. Traditional gathering places, such as marketplaces, teahouses, pubs, taverns, and coffeehouses, serve all societies as crucibles for the formation of public opinion. The presence of television sets in such situations enlarges the range of subjects for discussion and informal learning; thus providing sets could be a good investment as part of a wider process of modernization.

4. To achieve maximum success, supporting television campaigns with other media is essential.
Backing up television campaigns with other big media such as radio or the newspaper, or little media such as audio-visual materials to enhance the desired effects needed for development is important.

Messages through different communication channels supporting each other with regard to the content would be more effective rather than using one medium.

Wilbur Schramm mentioned that all media are campaign media. A well-planned campaign will use whatever media it can command that will reach the audience it wants to reach." Schramm added, "A combination of media is likely to accomplish more than any medium by itself." 38

5. In planning, any campaign participation of the people who will be most likely to be affected by its messages is important.

Media planners in many of the developing countries are not aware of the fact that representatives from different communities within the country should be involved in any important decisions involved in implementing the media campaign. Such groups should aid in determining what role the media will play in their communities. Participation requires that people be given an opportunity to discuss issues affecting them with regard to the mass media, and be
able to express their views and opinions on the content of the broadcast.

Goram Hedebro suggested,

Lack of influence on the part of receivers is a problem of far greater generality, however. A commonly recognized fault in many development efforts in the Third World is precisely the fact that the receivers of assistance have been given little chance to actively participate in the decision-making processes preceding and during the projects.

Participation is an important ingredient in the recipe for sound decisions. It increases motivation and people's interest in their own communities and their nation. 39

6. In planning a campaign, a considerable amount of time should be given to such campaign to determine its success or failure.

Time process is going side-by-side with a certain message to get through. In any of the developing nations, change in behavior and attitudes take time; therefore, it is important in designing any campaign to consider this factor and allow ample time for gradual changes.

Alan Hancock pointed out that one of the important general principles which emerged from a preinvestment study in Thailand was the factor of adequate time.

While it is accepted that deadlines are often imposed externally, taking little account of theoretical planning models the scale and complexity of each study must be related systematically and realistically to the time available. 40
7. In designing any campaign to modernize parts of a society, face-to-face communication is important to coexist with and supplement the mass media.

Despite the widespread and recent rapid growth of mass communication media in the third world, oral communication channels remain extremely important. People seek information through oral communication in a number of forms. First of all, members of families tend to be close, stay in contact, and discuss a variety of matters among themselves. Second, trusted friends supply the family with information. Third, information is disseminated through and among people meeting in semi-public places. On the other hand, information from the impersonal mass media is not necessarily trusted. In fact, its credibility in some cases is lower because the source is remote. Face-to-face spoken communication has always been very important in the underdeveloped world. The traditional reliance on information from individuals has continued as a strong preference among people in the developing countries.

Schramm indicated that, Early in the campaign, a medium may be most useful in making people aware of the needs. Later in the campaign the emphasis may have to be on face-to-face communication to help the intended people to come to a proposed change.41
Personnel

1. Media planners should provide for substantial investment in media personnel.

There is always a shortage of adequately trained research, production, and technical personnel working in the media in the developing countries. Training needed personnel is essential. Specialized training centers, institutes, and schools with specific programs and courses are recommended in order to ensure adequate numbers of trained persons. This requires substantial funds.

Elihu Katz wrote:

The development of human resources for innovation in broadcasting thus requires more than training courses and more than technical and professional upgrading. It requires the development among broadcasters of an understanding of their job in relation to the development process of the country, and in particular in relation to its cultural development.42

2. Training suitable and qualified manpower is essential before launching any television system.

Training of the creative staff of a broadcasting institution is very important. If possible, the creation of a good and well-trained cadre of managers, actors, musicians, writers, and producers to carry out the broadcast organization should precede the launching of any broadcast system.
Elihu Katz indicated that,

the need that is disclosed as soon as the decision is
taken to launch a broadcasting system is the demand for
suitably qualified manpower. As already indicated, a
demand is created for a managerial staff, for engineers
and technicians, and for production and creative staff.
If, moreover, a broadcasting system is to reflect the
aspirations of its country it is desirable that the
staffing should as soon as possible be met by local
manpower resources.43

3. Television plan cannot act alone; it should be accom-
panied by qualified personnel and agents to link and
reinforce the strategy values.

Modernizing campaigns aimed at achieving change in a
relatively short time and depending on a television system,
should combine the efficient diffusion of information with
opportunities for reinforcement. These opportunities re-
quire the use of trusted agents of influence in addition to
the medium.

Sending messages through the medium for modernizing
campaigns in literacy, health, and family planning, is more
likely to succeed when accompanied with qualified agents in
the field.

Elihu Katz cautioned: "Attitudes and actions are most
influenced by mass communications when the latter are
linked with, and reinforced by, agents of change in the
field."44
4. Establish some kind of empathy beside the medium so that the audience can relate and identify with it. Being empathetic with and relating to the audience is helpful in gaining credibility. The more broadcasters associate with the audience, the better chances that the messages will get through. Similarly, credibility can be manifested through identification.

Everett M. Rogers noted:

Mass media exposure may provide peasants with knowledge of new roles, prompting them vicariously to put themselves in the shoes of persons depicted in mass media messages. Or, it may be that those villagers who already possess higher levels of empathy seek stimulation of messages presented in the print and electronic media. Whatever the exact nature or direction of the causal arrows, mass media exposure and empathy are positively associated.45

5. Basic to any adequate use of the broadcast media, regardless of the systems which prevail, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.

The social, cultural, political, economic, and legal circumstances within which any society's communications are transmitted inevitably will shape and control not only what citizens say to each other, but what they are allowed to hear others say to them. If the larger sociopolitical system is democratic, freedom of expression will dominate, and sub-systems will evolve within the whole. This will
permit all groups and factions to say and hear what they will. But if the system is closed, there will be limitations upon what is said and heard by the citizen through all communication media. Therefore, broadcast enterprise and operations need to establish a profession with economic and legal standards.

Hilding Eek asserts that what are needed are:

1. Action to proclaim and protect freedom of opinion and expression is a fundamental human right.
2. Efforts to arrive at internationally accepted legal standards for the definition of freedom of information and to provide for the protection of that freedom by national legislation, particularly by a Convention on Freedom of Information.
3. Action aiming at the improvement of the status of the mass media and news personnel engaged in seeking and receiving information abroad or in imparting information across national frontiers.
4. Action aiming at the improvement of the performance of the mass media and their personnel, with emphasis particularly on the role of the mass media in strengthening peace and international understanding and in combating war propaganda, racism, and apartheid.

6. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.

It is important for developing countries to increase the active interest of the people in order to arrive at dynamic and operative decisions on all levels of society. Raising the level of participation and establishing a kind of dialogue with the majority of population is required to assure successful campaigns.
Everett M. Rogers wrote:

Popular participation in self-development planning and execution was usually accompanied by the decentralization of certain of these activities to the village level. Development came to be less a mere function of what national governments did to villagers, although it was recognized that perhaps some government assistance was necessary even in local self-development.47

7. Using the same colloquial, dialectal, and idiomatic language of the audience is important to ensure delivering the intended messages.

The audience is looking for things that represent their world; therefore, it is important to use audience dialect and idiom to enhance change among the largest audience. William Sellers emphasized that by using local people and local idiom in African filming.48

8. Using a combination of a television campaign and interpersonal communication is likely to be more helpful than the medium alone.

Interpersonal communication, from change agent to potential adapter or in any other form, is an indispensable element of development communication. But combining such interpersonal communication with television is more likely to be effective than using any medium by itself.

Schramm pointed out,

A combination of media and interpersonal communication is likely to be passed along by interpersonal channels. Thus the typical development campaign counts
on interpersonal channels to extend the media, and usually formalizes the interpersonal component in the form of field workers, organized groups, or community meetings.49

Technical

1. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.

Television signals must reach the type of needed audience in relation to the purpose for which it is broadcast, to insure exposure and to justify the costs of putting the program on the air. Elihu Katz pointed out,

The disproportionately greater cost of obtaining television coverage has limited both the extension of television signals and the multiplication of receivers in most developing countries. The clustering of television coverage around the big cities has the effect of accentuating the gap between urban and rural standards of life.50

2. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.

Elihu Katz reported that,

The initiative for the creation of viewing centers was taken by the Broadcasting Corporation of Northern Nigeria. At the time of our study twenty-two television viewing centers had been built in villages and in the suburban areas of some towns within easy reach of Kaduna. The centers are open to all without charge, and we were impressed with the functional approach to their design and operation.51
3. Maintenance of technical equipment of both receivers and power generators should be available in suburban and rural areas.

Maintaining the equipment is essential to continue the delivery of important messages. Viewing centers frequently suffer from lack of spare parts. Elihu Katz observes,

Since at that time the number of centers was small and all were within reasonable reach of Kaduna, the operational base of the corporation, maintenance could be carried out without the creation of a separate unit for the purpose. Any substantial expansion in the number of viewing centers would of course make a maintenance unit necessary. 52

4. Reliable technical quality of both content and equipment is required when using television in campaigns.

The technical quality of equipment in television technology is divided into three types: production, distribution, and reception. That includes all equipment used in production studios, transmitters, and television sets. Skornia notes that this involves

the creation of a quality-control facility to precheck all programs shown. At the present time, station personnel and management do not see programs until the viewers do. This would involve specialists in various subject disciplines along with the station staff. 53
CHAPTER VI
NOTES

1Wilbur Schramm, Mass Media and National Development, the Role of Information in Developing Countries (Stanford, Cal.: Stanford University Press, 1964), pp. 204-209.


5Goram Hedefra, Communication and Social Change in Developing Nations: A Critical View (The Iowa State University Press, 1982).


7Schramm, Mass Media and National Development, the Role of Information in Developing Countries.


9Schramm, Mass Media and National Development, the Role of Information in Developing Countries.

10Ibid.

11Douglas A. Boyd, Broadcasting in the Arab World (Temple University Press, 1982).


14 Ibid.


17 Ibid.


21 Katz and Wedell, Broadcasting in the Third World: Promise and Performance.

22 Ibid.


24 Ibid.


27 Ibid., p. 2.

28 Ibid., p. 3.


33 Evan Blythine and Larry A. Samovar, Communicating Effectively on Television (Belmont, Cal.: Wadsworth Publishing Company, 1985).


35 Wilbur Schramm, Big Media, Little Media, Tools and Technologies for Instruction (Beverly Hills, Cal.: Sage Publication).

36 Katz and Wedell, Broadcasting in the Third World: Promise and Performance.

37 Schramm, Big Media, Little Media, Tools and Technologies for Instruction.

38 Hedebræ, Communication and Social Change in Developing Nations: A Critical View.

39 Hancock, Communication Planning for Development: An Operational Framework.

40 Schramm, Mass Media and National Development, the Role of Information in Developing Countries.

41 Katz and Wedell, Broadcasting in the Third World: Promise and Performance.

42 Ibid.
44 Ibid.

45 Rogers in association with Svenning, Modernization Among Peasants: The Impact of Communication.


49 Schramm, Big Media, Little Media, Tools and Technologies for Instruction.

50 Katz and Wedell, Broadcasting in the Third World: Promise and Performance.

51 Ibid.

52 Ibid.

CHAPTER VII
DATA COLLECTION, TREATMENT, AND ANALYSIS

The use of mass media for national development presents a significant opportunity for emerging nations. Despite its importance, there has been no comprehensive study of the role of television in promoting national development.

The purpose of this study was to identify and validate basic principles for the use of television in national development.

These principles were derived from reviewing research reports and authoritative writings dealing with mass media and development.

After the principles were identified, they were validated by a group of experts in media use and development. The members of this group were selected in terms of their research experience and their writings in this field as well as their academic qualifications.

The forms were mailed to the first group of experts on or about April 26, and called basically for two judgments for each principle—1) the relative validity, and 2) the relative importance. Additional comments were invited.
The principles were arranged in simple scaled five-point form using the Likert scale. This enabled the experts to rank each principle according to their judgement of its validity and its importance. The Likert scale was utilized, with five possible responses for each item representing a measure of variables. The main reason for using this scale was that the principles did not easily lend themselves to single-indicator measurement.

From these principles, a generalized model was assembled as a general guide for the use of television in national development in the underdeveloped countries.

The model then was applied to Egypt to determine its suitability.

The Mail Survey

This method was chosen for this study both because of its ability to collect the essential data with a minimum expenditure of time and money, and because the experts to be used were scattered around the United States. Considering the long list of principles (fifty-four principles--ten pages), this method was most suitable for conducting this kind of research.

The study involved mailing a self-administrable list of principles to a selected panel of experts. Prestamped and addressed reply envelopes were enclosed, enabling respondents to mail the instrument back to the researcher.
Many of these experts were busy people with many demands on their time, and many of them did not share the researcher's enthusiasm; therefore, before sending the principles, a return card with a brief covering letter (see appendix) was sent to each expert on April 7, asking for his help and cooperation.

After sending out the list of principles, ten of the experts did not immediately respond; therefore, a follow-up mailing was sent as a reminder.

In the previous chapter, the principles were identified from a variety of sources. Some were presented in the literature because of a specific situation, and were not necessarily applicable to other circumstances. The investigation, therefore, called upon group of experts to determine whether, in their judgment, these principles were sufficiently valid to be applied to other situations.

The Panel of Experts

In August 1985 the United States Information Agency (USIA) and the East-West Center Institute of Culture and Communication suggested the names of communication and development experts after they were sent a letter asking for their cooperation. The resulting panel of experts were to assess the relative validity and the relative importance of each principle. Each member of the selected panel of experts had to meet one or more specific criteria:
1. **Publications.** Scholarly writings dealing with mass media and/or development. Publications might be research reports or other authoritative works.

2. **Experience.** Actual participation in development projects involving mass media; preferably in third-world countries.

3. **Recognition.** Has held positions of substantial responsibility in development and research enterprises.

4. **Consulting.** Has participated as consultant in varied research and development projects.

The original list included twenty-four experts. On April 7 a card was mailed to each of them with a brief statement of the study. The card was designed for the experts to check one of two statements. The first one indicated their willingness to help me, and the second was their refusal.

By May 14, fourteen out of twenty-four indicated their willingness to assist in validating the principles.

The rest of the experts were met personally during the International Communication Association annual conference which took place in Chicago, Illinois May 22-26, 1986.
The following is the list of selected experts:

1. Dr. Emmanuel E. Paraschos, Head
   International Communications Division
   Association for Education in Journalism
   Department of Journalism
   University of Arkansas at Little Rock
   Little Rock, Arkansas 72204

2. Professor Douglas A. Boyd
   Chairman, Department of Communication
   University of Delaware
   Newark, Delaware 19711

3. Dr. Saad Nagui
   Chairman, Department of Sociology
   The Ohio State University
   Columbus, Ohio 43215

4. Dr. Steven Chaffee
   Department of Communication
   Stanford University
   Palo Alto, California 94305

5. Dr. Rita Atwood
   Department of Film & Television
   The University of Texas at Austin
   Austin, Texas 78712

6. Professor Sydney W. Head
   Radio/Television/Film Department
   University of Miami
   Coral Gables, Florida 33124

7. Dr. James Danowski
   Department of Communication
   University of Illinois
   P.O. Box 4348
   Chicago, Illinois 60680

8. Dr. Mazharul Hague
   University of Southern Mississippi
9. Dr. Young Y. Kim  
Department of Communication  
Governors State University  
University Park, Illinois 60466

10. Professor Everett Rogers  
Annenberg School of Communications  
University of Southern California  
Los Angeles, California 90089-0281

11. Dr. Frederico Subervi  
Department of Communication  
University of California  
Santa Barbara, California  93106

12. Dr. Anthony Arabia  
Director, Office of International Service  
University of Texas  
San Antonio, Texas  78285

13. Dr. Ruth Ann Weaver  
Department of Communication  
University of Georgia  
Athens, Georgia  30601

14. Professor Godwin Chu  
East-West Center  
Institute of Culture and Communication  
1777 East-West Road  
Honolulu, Hawaii  96848

15. Dr. Heather Hudson  
Department of Film & Television  
The University of Texas at Austin  
Austin, Texas  78712

16. Dr. Clyde Green  
Office of Instructional TV & Radio  
State Department of Education  
205 Rutledge Building  
Columbia, South Carolina  29201

17. Dr. John K. Mayo  
Department of Communication  
Center for International Studies  
Florida State University  
Tallahassee, Florida  32306
18. Professor Elihu Katz
   Department of Communication
   University of Southern California
   Los Angeles, California 90089-0281

19. Dr. Judy Brace
   Clearinghouse for Development Communication
   1255 23rd Street, NW
   Washington, D.C.  20037

20. Dr. George Beal
    East-West Center
    Institute of Culture and Communication
    1777 East-West Road
    Honolulu, Hawaii  96848

21. Dr. Fathi Yousef
    Department of Communication
    California State University
    Long Beach, California  90840

22. Dr. Njoku E. Awa
    Department of Communication
    Cornell University
    640 Stewart Avenue
    Ithica, New York  14853

23. Dr. Donald Roberts
    Department of Communication
    Stanford University
    Palo Alto, California  94305

24. Dr. Rahael Sood
    Department of Communication
    California State University
    Sacramento, California  95819

Treatment of Data

After determining the experts who were willing to help, the instrument was mailed from Columbus, Ohio, on April 26, 1986. The experts' responses were received as follows:
May 6   3 responses
May 7   2 responses
May 19  1 response
May 23  1 response
May 27  2 responses
May 28  2 responses
June 2   2 responses
June 3   1 response
June 6  2 responses
June 10 1 response
June 12 4 responses
June 16 2 responses
June 19 1 response

There were fifty-four principles in the instrument (see appendix). Each of these principles was to be rated for its relative validity and relative importance. A Likert-type scale was drawn up to secure the experts' judgments. Respondents could either strongly disagree, disagree, agree, strongly agree, or be neutral with the principles. Each response option was weighted, and each subject's responses were totaled to produce a single score on the principles.

In the case of the relative importance, the same technique was applied: i.e., respondents could judge each principle to be of great importance, moderate importance, little importance, no importance, or be neutral. Each response option was then weighted, and each subject's responses were totaled to provide a single score on the importance of principles.

The respondents were given directions as follows:
Directions: These are the basic principles for television use in developing nations as identified from citing research and authoritative writings.

Please circle the appropriate number in each column regarding the relative validity and the relative importance of each principle.

Column A--Relative validity.

Column B--Relative importance.

Explanation of number code in columns A and B:

Column A--Validity

1 - Strongly disagree
2 - Disagree
3 - Agree
4 - Strongly agree
5 - Don't know

Column B--Importance

1 - No importance
2 - Little importance
3 - Moderate importance
4 - Great importance
5 - Don't know

Treatment of Data 1

Response of panelists to the relative validity: The weighting system used in appraising the relative validity was as follows:

1 - Strongly Disagree = 2
2 - Disagree = 1
3 - Agree = 3
4 - Strongly Agree = 4
5 - Don't Know = 0

The frequencies were totaled as shown in Table 10.
TABLE 10
RESPONSE OF PANELISTS TO THE RELATIVE VALIDITY

Key:  2 = Strongly Disagree   3 = Agree
      1 = Disagree            4 = Strongly Agree
      0 = Don't Know

<table>
<thead>
<tr>
<th>Principle</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.</td>
<td>10 9 2 3</td>
</tr>
<tr>
<td>2. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.</td>
<td>14 6 1 2 1</td>
</tr>
<tr>
<td>3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.</td>
<td>7 5 4 5 3</td>
</tr>
<tr>
<td>4. In any campaign, using television, setting priorities, objectives, and goals must be defined.</td>
<td>20 1 1 1 1 1</td>
</tr>
</tbody>
</table>
Table 10 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. To guarantee successful campaigns, strong support and endorsement from</td>
<td>13 7 3 1</td>
</tr>
<tr>
<td>the top level of the administration is a necessity.</td>
<td></td>
</tr>
<tr>
<td>6. Careful planning to organize and arrange group situations is helpful</td>
<td>12 7 5</td>
</tr>
<tr>
<td>for interaction between the audience.</td>
<td></td>
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<tr>
<td>7. To achieve maximum success, supporting television campaigns with other</td>
<td>8 10 3 3</td>
</tr>
<tr>
<td>media is essential.</td>
<td></td>
</tr>
<tr>
<td>8. Campaigns to modernize some part of a society will almost invariably</td>
<td>14 7 1 1</td>
</tr>
<tr>
<td>make use of face-to-face communications as well as the media.</td>
<td></td>
</tr>
<tr>
<td>9. In the planning, the use of television in development in any underdevel</td>
<td>17 6 1</td>
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<tr>
<td>oped countries should involve the participation of the people who will be</td>
<td></td>
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<tr>
<td>most likely to be affected by these decisions.</td>
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</tbody>
</table>
Table 10 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>validity</th>
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</thead>
<tbody>
<tr>
<td>10. In planning a campaign, a considerable amount of time should be given to such campaigns to determine its success or failure.</td>
<td>14 7 1 2</td>
</tr>
<tr>
<td>11. Coordination between agencies involved in the campaign is essential for success.</td>
<td>14 7 1 2</td>
</tr>
<tr>
<td>12. The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.</td>
<td>12 9 1 2</td>
</tr>
<tr>
<td>13. The political power structure should permit the medium to perform in the public interest; it should not impose restrictions upon it or intervene with its messages.</td>
<td>4 5 8 4 3</td>
</tr>
<tr>
<td>14. Organizing the audience for reception and follow-up action is needed to gain maximum development.</td>
<td>16 7 1</td>
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<tr>
<td>Principle</td>
<td>4</td>
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<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>15. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.</td>
<td>13</td>
</tr>
<tr>
<td>16. Serious political commitment from the government to improve conditions and develop rural and suburban communities is required.</td>
<td>16</td>
</tr>
<tr>
<td>17. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.</td>
<td>14</td>
</tr>
<tr>
<td>18. Before mounting any campaign, conducting research to identify audience characteristics is essential.</td>
<td>22</td>
</tr>
<tr>
<td>19. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.</td>
<td>19</td>
</tr>
</tbody>
</table>
Table 10 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>4</th>
<th>3</th>
<th>0</th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.</td>
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<tr>
<td>21. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.</td>
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<tr>
<td>22. Feedback from the audience is crucial in order to make the campaign as effective as possible.</td>
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<tr>
<td>23. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.</td>
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<tr>
<td>24. Media planners should provide for substantial investment in media personnel.</td>
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<tr>
<td>25. Training suitable and qualified manpower is essential before launching any television system.</td>
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Table 10 (continued)

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<th>3</th>
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<th>2</th>
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</thead>
<tbody>
<tr>
<td>26. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.</td>
<td>16</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>27. Establish some kind of relationship with media people so that the audience can relate and identify with it.</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>28. Basic to any adequate use of the broadcast media, regardless of the system which prevails, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.</td>
<td>6</td>
<td>7</td>
<td>4</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>29. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.</td>
<td>13</td>
<td>6</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>30. Using the same colloquial, dialectal, and idiomatic language of the audience is important to insure delivering the intended messages.</td>
<td>15</td>
<td>7</td>
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<tr>
<td>Principle</td>
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<tr>
<td>31. Using a combination of television campaign and interpersonal communi-</td>
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<td>cation is likely to be more helpful than the medium alone.</td>
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<tr>
<td>32. The goals and objectives of any campaign should be founded on ade-</td>
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<tr>
<td>quate local knowledge of local culture, local tradition, local customs,</td>
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<td>and local problems.</td>
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<tr>
<td>33. Local media centers staffed with local researchers or community inves-</td>
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<td>tigators is necessary to evaluate and develop program strategy.</td>
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<td>34. Plans for television use should be grounded on understood perceptions</td>
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<td>of local habits and lifestyles.</td>
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<tr>
<td>35. Local personnel should be involved in planning, installing, maintain-</td>
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<tr>
<td>ing, directing, and producing local media.</td>
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</table>
Table 10 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>36. Local influential people should participate in delivering the intended messages throughout the entire campaign.</td>
<td>7 12 2 1 2</td>
</tr>
<tr>
<td>37. In designing any program, using the common language of the target audience is important.</td>
<td>19 3 1 1 1</td>
</tr>
<tr>
<td>38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.</td>
<td>13 3 4 2 2</td>
</tr>
<tr>
<td>39. Program objectives must match with programming goals and campaign strategy.</td>
<td>18 4 1 1 1</td>
</tr>
<tr>
<td>40. Messages through any given program should not include elements that will create audience opposition.</td>
<td>4 11 3 4 2</td>
</tr>
<tr>
<td>Principle</td>
<td>4</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>41. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.</td>
<td>7</td>
</tr>
<tr>
<td>42. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.</td>
<td>14</td>
</tr>
<tr>
<td>43. The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.</td>
<td>13</td>
</tr>
<tr>
<td>44. The program must attract and hold at least in reasonable degree the attention of the needed audience in the program audience.</td>
<td>19</td>
</tr>
<tr>
<td>45. To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.</td>
<td>16</td>
</tr>
</tbody>
</table>
Table 10 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>46. Messages must harmonize with the general purpose of the program.</td>
<td>13 4 4 1 2</td>
</tr>
<tr>
<td>47. The program must have affective structure, making it easy for audience reception.</td>
<td>13 4 4 1 2</td>
</tr>
<tr>
<td>48. Messages should include some element or characteristic which make them easy for the listener to remember.</td>
<td>14 5 2 3</td>
</tr>
<tr>
<td>49. Messages sent through different kinds of programs should be consistent.</td>
<td>17 4 2 1</td>
</tr>
<tr>
<td>50. Program broadcasts should give the audience reasons for accepting messages presented.</td>
<td>16 6 1 1</td>
</tr>
<tr>
<td>51. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.</td>
<td>16 2 3 1 2</td>
</tr>
<tr>
<td>Principle</td>
<td>Validity</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>Creation of viewing centers provided with power and needed receivers is</td>
<td>9</td>
</tr>
<tr>
<td>a prerequisite before launching campaigns.</td>
<td>9 3 1 2</td>
</tr>
<tr>
<td>Maintenance to technical equipment of both receivers and power generators</td>
<td>14</td>
</tr>
<tr>
<td>should be available in suburban and rural areas.</td>
<td>7 2 1</td>
</tr>
<tr>
<td>Reliable technical quality of both content and equipment is required</td>
<td>14</td>
</tr>
<tr>
<td>when using television in campaigns.</td>
<td>6 2 2</td>
</tr>
</tbody>
</table>
Treatment of Data 2

Response of panelists to the relative importance. The weighting system used to measure the relative importance is as follows:

1 - No Importance  =  2
2 - Little Importance  =  1
3 - Moderate Importance  =  3
4 - Great Importance  =  4
5 - Don't Know  =  0

The frequency was added to measure the score as shown in Table 11.
<table>
<thead>
<tr>
<th>Principle</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.</td>
<td>12 6 2 4</td>
</tr>
<tr>
<td>2. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.</td>
<td>13 6 1 1 3</td>
</tr>
<tr>
<td>3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.</td>
<td>8 4 4 5 3</td>
</tr>
<tr>
<td>4. In any campaign, using television, setting priorities, objectives, and goals must be defined.</td>
<td>20 1 2 1</td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>5. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.</td>
<td>17 5 2</td>
</tr>
<tr>
<td>6. Careful planning to organize and arrange group situations is helpful for interaction between the audience.</td>
<td>8 9 5 2</td>
</tr>
<tr>
<td>7. To achieve maximum success, supporting television campaigns with other media is essential.</td>
<td>9 11 3 1</td>
</tr>
<tr>
<td>8. Campaigns to modernize some part of a society will almost invariably make use of face-to-face communications as well as the media.</td>
<td>16 6 1 1</td>
</tr>
<tr>
<td>9. In the planning, the use of television in development in any underdeveloped countries should involve the participation of the people who will be most likely to be affected by these decisions.</td>
<td>20 3 1</td>
</tr>
</tbody>
</table>
Table 11 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. In planning a campaign, a considerable amount of time should be given</td>
<td>11 11 1 1</td>
</tr>
<tr>
<td>to such campaigns to determine its success or failure.</td>
<td></td>
</tr>
<tr>
<td>11. Coordination between agencies involved in the campaign is essential</td>
<td>16 5 1 2</td>
</tr>
<tr>
<td>for success.</td>
<td></td>
</tr>
<tr>
<td>12. The organization of cooperative rural groups is an essential element</td>
<td>10 12 1 1</td>
</tr>
<tr>
<td>in successfully helping the rural audience in participating in the</td>
<td></td>
</tr>
<tr>
<td>campaign.</td>
<td></td>
</tr>
<tr>
<td>13. The political power structure should permit the medium to perform in</td>
<td>5 9 8 2</td>
</tr>
<tr>
<td>the public interest; it should not impose restrictions upon it or intervene</td>
<td></td>
</tr>
<tr>
<td>with its messages.</td>
<td></td>
</tr>
<tr>
<td>14. Organizing the audience for reception and follow-up action is needed</td>
<td>14 7 1 1 1</td>
</tr>
<tr>
<td>to gain maximum development.</td>
<td></td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Overcoming the bureaucratic constraints is needed in order to avoid</td>
<td>15 5 1 3</td>
</tr>
<tr>
<td>inefficiency and failure of development projects.</td>
<td></td>
</tr>
<tr>
<td>Serious political commitment from the government to improve conditions</td>
<td>17 3 3 1</td>
</tr>
<tr>
<td>and develop rural and suburban communities is required.</td>
<td></td>
</tr>
<tr>
<td>There should be an integrated approach covering several areas of need</td>
<td>13 5 2 2 2</td>
</tr>
<tr>
<td>in development such as health education, agriculture development, and</td>
<td></td>
</tr>
<tr>
<td>literacy learning.</td>
<td></td>
</tr>
<tr>
<td>Before mounting any campaign, conducting research to identify audience</td>
<td>17 6 1</td>
</tr>
<tr>
<td>characteristics is essential.</td>
<td></td>
</tr>
<tr>
<td>Prior to any campaign, research should be conducted to measure the</td>
<td>17 6 1</td>
</tr>
<tr>
<td>availability, access, and exposure of the medium.</td>
<td></td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>20. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.</td>
<td>7 8 1 8</td>
</tr>
<tr>
<td>21. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.</td>
<td>18 4 1 1</td>
</tr>
<tr>
<td>22. Feedback from the audience is crucial in order to make the campaign as effective as possible.</td>
<td>18 5 1</td>
</tr>
<tr>
<td>23. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.</td>
<td>21 2 1</td>
</tr>
<tr>
<td>24. Media planners should provide for substantial investment in media personnel.</td>
<td>7 8 6 3</td>
</tr>
<tr>
<td>25. Training suitable and qualified manpower is essential before launching any television system.</td>
<td>15 7 2</td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>26. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.</td>
<td>14 8 1 1</td>
</tr>
<tr>
<td>27. Establish some kind of relationship with media people so that the audience can relate and identify with it.</td>
<td>7 5 9 1 2</td>
</tr>
<tr>
<td>28. Basic to any adequate use of the broadcast media, regardless of the system which prevails, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.</td>
<td>6 6 4 3 5</td>
</tr>
<tr>
<td>29. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.</td>
<td>13 6 5</td>
</tr>
<tr>
<td>30. Using the same colloquial, dialectal, and idiomatic of the audience is important to insure delivering the intended messages.</td>
<td>14 7 2</td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>31. Using a combination of television campaign and interpersonal communi-</td>
<td>21 3</td>
</tr>
<tr>
<td>cation is likely to be more helpful than the medium alone.</td>
<td></td>
</tr>
<tr>
<td>32. The goals and objectives of any campaign should be founded on ade-</td>
<td>18 5 1</td>
</tr>
<tr>
<td>quate local knowledge of local culture, local tradition, local customs,</td>
<td></td>
</tr>
<tr>
<td>and local problems.</td>
<td></td>
</tr>
<tr>
<td>33. Local media centers staffed with local researchers or community in-</td>
<td>5 12 3 2 2</td>
</tr>
<tr>
<td>vestigators is necessary to evaluate and develop program strategy.</td>
<td></td>
</tr>
<tr>
<td>34. Plans for television use should be grounded on understood percep-</td>
<td>18 5 1</td>
</tr>
<tr>
<td>tions of local habits and lifestyles.</td>
<td></td>
</tr>
<tr>
<td>35. Local personnel should be involved in planning, installing, main-</td>
<td>11 8 2 1 2</td>
</tr>
<tr>
<td>taining, directing, and producing local media.</td>
<td></td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>36. Local influential people should participate in delivering the intended messages throughout the entire campaign.</td>
<td>5 10 2 1 6</td>
</tr>
<tr>
<td>37. In designing any program, using the common language of the target audience is important.</td>
<td>17 5 1 1</td>
</tr>
<tr>
<td>38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.</td>
<td>14 2 4 2 2</td>
</tr>
<tr>
<td>39. Program objectives must match with programming goals and campaign strategy.</td>
<td>16 5 2 1</td>
</tr>
<tr>
<td>40. Messages through any given program should not include elements that will create audience opposition.</td>
<td>5 7 3 4 5</td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.</td>
<td>8 10 3 1 2</td>
</tr>
<tr>
<td>The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.</td>
<td>11 11 1 1</td>
</tr>
<tr>
<td>The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.</td>
<td>14 4 4 2</td>
</tr>
<tr>
<td>The program must attract and hold at least in reasonable degree the attention of the needed audience in the program audience.</td>
<td>17 6 1</td>
</tr>
<tr>
<td>To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.</td>
<td>14 8 1 1</td>
</tr>
<tr>
<td>Principle</td>
<td>Importance</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Messages must harmonize with the general purpose of the program.</td>
<td>13</td>
</tr>
<tr>
<td>The program must have affective structure, making it easy for audience reception.</td>
<td>13</td>
</tr>
<tr>
<td>Messages should include some element or characteristic which make them easy for the listener to remember.</td>
<td>15</td>
</tr>
<tr>
<td>Messages sent through different kinds of programs should be consistent.</td>
<td>16</td>
</tr>
<tr>
<td>Program broadcasts should give the audience reasons for accepting messages presented.</td>
<td>15</td>
</tr>
<tr>
<td>Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.</td>
<td>18</td>
</tr>
</tbody>
</table>
Table 11 (continued)

<table>
<thead>
<tr>
<th>Principle</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>52. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.</td>
<td>9 10 2 1 2</td>
</tr>
<tr>
<td>53. Maintenance to technical equipment of both receivers and power generators should be available in suburban and rural areas.</td>
<td>13 7 2 2</td>
</tr>
<tr>
<td>54. Reliable technical quality of both content and equipment is required when using television in campaigns.</td>
<td>16 5 1 2 2</td>
</tr>
</tbody>
</table>
Treatment of Data 3

Rated validity of each principle. In this process, a weighing system was developed, giving strongly disagree = -2, disagree = -1, agree = 1, strongly agree = 2, and don't know = 0. Therefore "0" weight was a midpoint after having the experts' score from Table 10 "Response of Panelists to Relative Validity"--this score was multiplied by the weighting, then divided by number of panelists (24) to provide average mean of each principle regarding the validity. The principles were arranged in descending order according to their average ratings as shown in Table 12.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Principle</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18. Before mounting any campaign, conducting research to identify audience characteristics is essential.</td>
<td>1.91</td>
</tr>
<tr>
<td>2</td>
<td>31. Using a combination of television campaign and interpersonal communication is likely to be more helpful than the medium alone.</td>
<td>1.91</td>
</tr>
<tr>
<td>3</td>
<td>22. Feedback from the audience is crucial in order to make the campaign as effective as possible.</td>
<td>1.83</td>
</tr>
<tr>
<td>4</td>
<td>23. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.</td>
<td>1.79</td>
</tr>
<tr>
<td>5</td>
<td>19. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.</td>
<td>1.70</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>6</td>
<td>34. Plans for television use should be grounded on understood perceptions of local habits and lifestyles.</td>
<td>1.70</td>
</tr>
<tr>
<td>7</td>
<td>21. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.</td>
<td>1.66</td>
</tr>
<tr>
<td>8</td>
<td>44. The program must attract and hold at least in reasonable degree the attention of the needed audience in the program audience.</td>
<td>1.66</td>
</tr>
<tr>
<td>9</td>
<td>4. In any campaign, using television, setting priorities, objectives, and goals must be defined.</td>
<td>1.62</td>
</tr>
<tr>
<td>10</td>
<td>9. In the planning, the use of television in development in any underdeveloped countries should involve the participation of the people who will be most likely to be affected by these decisions.</td>
<td>1.62</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>11</td>
<td>37. In designing any program, using the common language of the target audience is important.</td>
<td>1.62</td>
</tr>
<tr>
<td>12</td>
<td>26. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.</td>
<td>1.58</td>
</tr>
<tr>
<td>13</td>
<td>32. The goals and objectives of any campaign should be founded on adequate local knowledge of local culture, local tradition, local customs, and local problems.</td>
<td>1.58</td>
</tr>
<tr>
<td>14</td>
<td>39. Program objectives must match with programming goals and campaign strategy.</td>
<td>1.58</td>
</tr>
<tr>
<td>15</td>
<td>25. Training suitable and qualified manpower is essential before launching any television system.</td>
<td>1.54</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>16</td>
<td>30. Using the same colloquial, dialectal, and idiomatic of the audience is important to insure delivering the intended messages.</td>
<td>1.54</td>
</tr>
<tr>
<td>17</td>
<td>49. Messages sent through different kinds of programs should be consistent.</td>
<td>1.50</td>
</tr>
<tr>
<td>18</td>
<td>50. Program broadcasts should give the audience reasons for accepting messages presented.</td>
<td>1.50</td>
</tr>
<tr>
<td>19</td>
<td>16. Serious political commitment from the government to improve conditions and develop rural and suburban communities is required.</td>
<td>1.45</td>
</tr>
<tr>
<td>20</td>
<td>42. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.</td>
<td>1.45</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>21</td>
<td>15. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.</td>
<td>1.41</td>
</tr>
<tr>
<td>22</td>
<td>45. To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.</td>
<td>1.41</td>
</tr>
<tr>
<td>23</td>
<td>53. Maintenance to technical equipment of both receivers and power generators should be available in suburban and rural areas.</td>
<td>1.41</td>
</tr>
<tr>
<td>24</td>
<td>10. In planning a campaign, a considerable amount of time should be given to such campaigns to determine its success or failure.</td>
<td>1.37</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>25</td>
<td>43. The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.</td>
<td>1.37</td>
</tr>
<tr>
<td>26</td>
<td>8. Campaigns to modernize some part of a society will almost invariably make use of face-to-face communications as well as the media.</td>
<td>1.33</td>
</tr>
<tr>
<td>27</td>
<td>2. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.</td>
<td>1.29</td>
</tr>
<tr>
<td>28</td>
<td>6. Careful planning to organize and arrange group situations is helpful for interaction between the audience.</td>
<td>1.29</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>29</td>
<td>11. Coordination between agencies involved in the campaign is essential for success.</td>
<td>1.29</td>
</tr>
<tr>
<td>30</td>
<td>14. Organizing the audience for reception and follow-up action is needed to gain maximum development.</td>
<td>1.29</td>
</tr>
<tr>
<td>31</td>
<td>29. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.</td>
<td>1.25</td>
</tr>
<tr>
<td>32</td>
<td>54. Reliable technical quality of both content and equipment is required when using television in campaigns.</td>
<td>1.25</td>
</tr>
<tr>
<td>33</td>
<td>12. The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.</td>
<td>1.20</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>34</td>
<td>51. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.</td>
<td>1.20</td>
</tr>
<tr>
<td>35</td>
<td>5. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.</td>
<td>1.16</td>
</tr>
<tr>
<td>36</td>
<td>46. Messages must harmonize with the general purpose of the program.</td>
<td>1.12</td>
</tr>
<tr>
<td>37</td>
<td>48. Messages should include some element or characteristic which make them easy for the listener to remember.</td>
<td>1.12</td>
</tr>
<tr>
<td>38</td>
<td>35. Local personnel should be involved in planning, installing, maintaining, directing, and producing local media.</td>
<td>1.08</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>39</td>
<td>47. The program must have affective structure, making it easy for audience reception.</td>
<td>1.04</td>
</tr>
<tr>
<td>40</td>
<td>17. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.</td>
<td>0.95</td>
</tr>
<tr>
<td>41</td>
<td>20. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.</td>
<td>0.95</td>
</tr>
<tr>
<td>42</td>
<td>38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.</td>
<td>0.95</td>
</tr>
<tr>
<td>43</td>
<td>52. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.</td>
<td>0.91</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>44</td>
<td>1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.</td>
<td>0.87</td>
</tr>
<tr>
<td>45</td>
<td>36. Local influential people should participate in delivering the intended messages throughout the entire campaign.</td>
<td>0.87</td>
</tr>
<tr>
<td>46</td>
<td>41. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.</td>
<td>0.87</td>
</tr>
<tr>
<td>47</td>
<td>7. To achieve maximum success, supporting television campaigns with other media is essential.</td>
<td>0.83</td>
</tr>
<tr>
<td>48</td>
<td>24. Media planners should provide for substantial investment in media personnel.</td>
<td>0.79</td>
</tr>
</tbody>
</table>
Table 12 (continued)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Principle</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>49</td>
<td>27. Establish some kind of relationship with media people so that the audience can relate and identify with it.</td>
<td>0.66</td>
</tr>
<tr>
<td>50</td>
<td>33. Local media centers staffed with local researchers or community investigators is necessary to evaluate and develop program strategy.</td>
<td>0.54</td>
</tr>
<tr>
<td>51</td>
<td>3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.</td>
<td>0.45</td>
</tr>
<tr>
<td>52</td>
<td>40. Messages through any given program should not include elements that will create audience opposition.</td>
<td>0.45</td>
</tr>
<tr>
<td>53</td>
<td>28. Basic to any adequate use of the broadcast media, regardless of the system which prevails, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.</td>
<td>0.37</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>54</td>
<td>13. The political power structure should permit the medium to perform in the public interest; it should not impose restrictions upon it or intervene with its messages.</td>
<td>0.12</td>
</tr>
</tbody>
</table>
Treatment of Data 4

Rated importance of each principle. In this process, the same weighting system was applied to give no importance = -2, little importance = -1, moderate importance = 1, great importance = 2, and giving don't know = 0.

After getting the experts' score from Table 11, "Response of Panelists to Relative Importance," this score was multiplied by the weighting, then divided by the number of experts (24) to give an average mean of each principle regarding the importance. The principles were arranged in descending order according to their average rating as shown in Table 13.
TABLE 13
RATED IMPORTANCE OF EACH PRINCIPLE

<table>
<thead>
<tr>
<th>Rank</th>
<th>Principle</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>31. Using a combination of television campaign and interpersonal communi-</td>
<td>1.87</td>
</tr>
<tr>
<td></td>
<td>cation is likely to be more helpful than the medium alone.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>23. Before starting any campaign, a pilot study should be introduced to</td>
<td>1.75</td>
</tr>
<tr>
<td></td>
<td>identify obstacles and barriers in the specific area and community.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9. In the planning, the use of television in development in any underdevel-</td>
<td>1.70</td>
</tr>
<tr>
<td></td>
<td>oped countries should involve the participation of the people who will</td>
<td></td>
</tr>
<tr>
<td></td>
<td>be most likely to be affected by these decisions.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>22. Feedback from the audience is crucial in order to make the campaign</td>
<td>1.70</td>
</tr>
<tr>
<td></td>
<td>as effective as possible.</td>
<td></td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>5</td>
<td>18. Before mounting any campaign, conducting research to identify audience characteristics is essential.</td>
<td>1.66</td>
</tr>
<tr>
<td>6</td>
<td>32. The goals and objectives of any campaign should be founded on adequate local knowledge of local culture, local tradition, local customs, and local problems.</td>
<td>1.66</td>
</tr>
<tr>
<td>7</td>
<td>44. The program must attract and hold at least in reasonable degree the attention of the needed audience in the program audience.</td>
<td>1.66</td>
</tr>
<tr>
<td>8</td>
<td>4. In any campaign, using television, setting priorities, objectives, and goals must be defined.</td>
<td>1.62</td>
</tr>
<tr>
<td>9</td>
<td>5. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.</td>
<td>1.62</td>
</tr>
</tbody>
</table>
Table 13 (continued)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Principle</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>34. Plans for television use should be grounded on understood perceptions of local habits and lifestyles.</td>
<td>1.62</td>
</tr>
<tr>
<td>11</td>
<td>19. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.</td>
<td>1.58</td>
</tr>
<tr>
<td>12</td>
<td>21. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.</td>
<td>1.58</td>
</tr>
<tr>
<td>13</td>
<td>37. In designing any program, using the common language of the target audience is important.</td>
<td>1.54</td>
</tr>
<tr>
<td>14</td>
<td>8. Campaigns to modernize some part of a society will almost invariably make use of face-to-face communications as well as the media.</td>
<td>1.50</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>15</td>
<td>51. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.</td>
<td>1.50</td>
</tr>
<tr>
<td>16</td>
<td>16. Serious political commitment from the government to improve conditions and develop rural and suburban communities is required.</td>
<td>1.45</td>
</tr>
<tr>
<td>17</td>
<td>39. Program objectives must match with programming goals and campaign strategy.</td>
<td>1.45</td>
</tr>
<tr>
<td>18</td>
<td>48. Messages should include some element or characteristic which make them easy for the listener to remember.</td>
<td>1.45</td>
</tr>
<tr>
<td>19</td>
<td>49. Messages sent through different kinds of programs should be consistent.</td>
<td>1.45</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>20</td>
<td>26. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.</td>
<td>1.41</td>
</tr>
<tr>
<td>21</td>
<td>45. To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.</td>
<td>1.41</td>
</tr>
<tr>
<td>22</td>
<td>11. Coordination between agencies involved in the campaign is essential for success.</td>
<td>1.37</td>
</tr>
<tr>
<td>23</td>
<td>25. Training suitable and qualified manpower is essential before launching any television system.</td>
<td>1.37</td>
</tr>
<tr>
<td>24</td>
<td>30. Using the same colloquial, dialectal, and idiomatic of the audience is important to insure delivering the intended messages.</td>
<td>1.37</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>25</td>
<td>54. Reliable technical quality of both content and equipment is required when using television in campaigns.</td>
<td>1.37</td>
</tr>
<tr>
<td>26</td>
<td>10. In planning a campaign, a considerable amount of time should be given to such campaigns to determine its success or failure.</td>
<td>1.33</td>
</tr>
<tr>
<td>27</td>
<td>14. Organizing the audience for reception and follow-up action is needed to gain maximum development.</td>
<td>1.33</td>
</tr>
<tr>
<td>28</td>
<td>29. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.</td>
<td>1.33</td>
</tr>
<tr>
<td>29</td>
<td>50. Program broadcasts should give the audience reasons for accepting messages presented.</td>
<td>1.33</td>
</tr>
</tbody>
</table>
Table 13 (continued)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Principle</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>42. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.</td>
<td>1.29</td>
</tr>
<tr>
<td>31</td>
<td>53. Maintenance to technical equipment of both receivers and power generators should be available in suburban and rural areas.</td>
<td>1.29</td>
</tr>
<tr>
<td>32</td>
<td>12. The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.</td>
<td>1.25</td>
</tr>
<tr>
<td>33</td>
<td>15. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.</td>
<td>1.20</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>34</td>
<td>43. The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.</td>
<td>1.16</td>
</tr>
<tr>
<td>35</td>
<td>7. To achieve maximum success, supporting television campaigns with other media is essential. sonnel.</td>
<td>1.12</td>
</tr>
<tr>
<td>36</td>
<td>46. Messages must harmonize with the general purpose of the program.</td>
<td>1.12</td>
</tr>
<tr>
<td>37</td>
<td>2. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.</td>
<td>1.04</td>
</tr>
<tr>
<td>38</td>
<td>17. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.</td>
<td>1.04</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>39</td>
<td>35. Local personnel should be involved in planning, installing, maintaining, directing, and producing local media.</td>
<td>1.04</td>
</tr>
<tr>
<td>40</td>
<td>47. The program must have affective structure, making it easy for audience reception.</td>
<td>1.04</td>
</tr>
<tr>
<td>41</td>
<td>52. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.</td>
<td>1.04</td>
</tr>
<tr>
<td>42</td>
<td>38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.</td>
<td>1.00</td>
</tr>
<tr>
<td>43</td>
<td>6. Careful planning to organize and arrange group situations is helpful for interaction between the audience.</td>
<td>0.87</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>44</td>
<td>41. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.</td>
<td>0.87</td>
</tr>
<tr>
<td>45</td>
<td>1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.</td>
<td>0.83</td>
</tr>
<tr>
<td>46</td>
<td>24. Media planners should provide for substantial investment in media personnel.</td>
<td>0.66</td>
</tr>
<tr>
<td>47</td>
<td>33. Local media centers staffed with local researchers or community investigators is necessary to evaluate and develop program strategy.</td>
<td>0.66</td>
</tr>
<tr>
<td>48</td>
<td>13. The political power structure should permit the medium to perform in the public interest; it should not impose restrictions upon it or intervene with its messages.</td>
<td>0.62</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>49</td>
<td>27. Establish some kind of relationship with media people so that the audience can relate and identify with it.</td>
<td>0.58</td>
</tr>
<tr>
<td>50</td>
<td>3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.</td>
<td>0.37</td>
</tr>
<tr>
<td>51</td>
<td>36. Local influential people should participate in delivering the intended messages throughout the entire campaign.</td>
<td>0.29</td>
</tr>
<tr>
<td>52</td>
<td>20. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.</td>
<td>0.25</td>
</tr>
<tr>
<td>Rank</td>
<td>Principle</td>
<td>Average Rating</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>53</td>
<td>28. Basic to any adequate use of the broadcast media, regardless of the system which prevails, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.</td>
<td>0.20</td>
</tr>
<tr>
<td>54</td>
<td>40. Messages through any given program should not include elements that will create audience opposition.</td>
<td>0.12</td>
</tr>
</tbody>
</table>
As it was mentioned earlier in this chapter, an arbitrary cutoff point was chosen. The cutoff point was 1.00. The reasoning behind that was since the item "agree" was given a weight of 1 on the relative validity scale and since at least the experts had to "agree" to achieve relative validity, it was arbitrarily decided that 1.00 would be the cutoff point. Also on the relative importance scale, experts had to at least give the principle moderate importance to achieve relative importance, and since moderate importance was presented by a weight of 1, it was therefore arbitrarily decided that 1.00 would be the cutoff point.

Principles which failed to score sufficiently (1.00 or more) were not considered completely valid or important. As a result of the treatment, fifteen principles were eliminated on the basis of validity (27.7 percent of the total principles). These principles were as follow:

<table>
<thead>
<tr>
<th>Principle #</th>
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<tbody>
<tr>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>33</td>
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<tr>
<td>7</td>
<td>36</td>
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<tr>
<td>13</td>
<td>38</td>
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<td>17</td>
<td>40</td>
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<tr>
<td>20</td>
<td>41</td>
</tr>
<tr>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>

Also, twelve principles were eliminated on the basis of importance representing 22.2 percent of the total principles. These principles were:
The following are principles that were eliminated on the basis of validity and importance. Only one principle was considered important, but not valid; therefore, it was eliminated. Principles which did not achieve relative validity had no significance of being important.

1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.

This principle rated 0.87 on the validity scale and 0.83 on the importance scale. It seemed that the experts were bothered and confused with the words "first priority." One of the experts mentioned that feasibility/cost effectiveness in context should be assessed first. Also, quite a few experts suggested that instead of using the word "first," that "high" would be a better term.

3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.

This principle rated 0.45 on the validity scale and 0.37 on the scale of importance. Most of the experts
agreed that it really depends on the purpose of the campaign, as well as the situation. It seemed that the jury of experts did not agree with the idea of raising funds. One expert expressed doubt by asking what would happen if the fund-raising failed. The campaign should at least start with a reasonable financial allocation.

7. To achieve maximum success, supporting television campaigns with other media is essential. This principle was rated 0.83 on the scale of validity. It was anticipated that the experts' reactions to this principle would be positive, but apparently some of them did not agree. It seemed that they needed to know more about "other media."

13. The political power structure should permit the medium to perform in the public interest; it should impose restrictions upon it or intervene with its messages. This principle was rated the lowest in terms of validity. It was rated 0.12 on the validity scale and it was rated 0.62 on the scale of importance. Due to an unfortunate mistake, the word "not" was excluded. The majority of the experts were confused. The principle should be as follows:

13. The political power structure should permit the medium to perform in the public interest; it should not
impose restrictions upon it or intervene with its messages.

17. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.

This principle was rated 0.95 on the scale of validity. It seemed that most of the experts found out, especially in the case of developing countries, that it is most difficult to cover all of these areas in one campaign. The experts said that covering such areas as health education, agriculture, and literacy learning would require time, skills, and money. Other experts said that it would depend on the specific needs of a country.

20. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.

This principle was rated 0.95 on the validity scale and 0.29 on the scale of importance. To some experts, the term content "analysis" was very specific. They would rather have used the word "research" as a general term and that would have included content analysis research. Also, most of the experts did not give the principle any priority in terms of relative importance.
24. Media planners should provide for substantial investment in media personnel.

This principle was rated 0.79 on the scale of validity and 0.66 on the scale of importance. It seemed that the experts did not consider it valid to provide for substantial investment in media personnel. They were confused. One suggested changing the word "substantial" to "some." Others said it was practicable to have some trained media personnel, but not fundamental to substantially invest in them.

27. Establish some kind of relationship with media people so that the audience can relate and identify with it.

This principle was rated 0.66 on the relative validity scale and 0.58 on the relative importance scale. Many of the experts disagreed. They saw no major significance of establishing such a relationship. Others said it was not feasible to accomplish that, especially in short-run campaigns. One expert commented that it was useful, but not necessarily valid or important.

28. Basic to any adequate use of the broadcast media, (regardless of the system which prevails), is the need to establish a profession with professional standards, attitudes, and safeguards against violations.
This principle was rated 0.37 on the relative validity scale and 0.20 on the relative importance scale. This principle was expected to achieve a high score on both scales, but it actually did not. It seemed that because most of the developing countries have a centralized-owned and controlled broadcast media, it is therefore the government's responsibility to protect the broadcast media against violations.

33. Local media centers staffed with local researchers or community investigators is necessary to evaluate and develop strategy.

This principle was rated 0.54 on the relative validity scale and 0.37 on the relative importance scale. Some of the experts did not agree with the principle. They were especially bothered by the word "necessary." Their point was that carrying out research is not only for local researchers and investigators, but also for others from different institutions and other communities. Also, the jury of experts felt that the shortage of qualified personnel, particularly on the local level, will intervene with significance of the principle. They considered the handling of the total operation by local people to be improved with time.
36. Local influential people should participate in delivering the intended messages throughout the entire campaign.

This principle was rated 0.87 on the relative validity scale and 0.29 on the relative importance scale. It appeared from the rating of the validity that the experts did not agree. Most of them indicated that it really depends on the local influential people, their willingness to participate, and their reaction to the issues of the intended messages.

38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.

This principle was rated 0.95 on the relative validity scale. Some of the experts argued that some messages that were provided by the program should, but not necessarily all messages.

40. Messages through any given program should not include elements that will create audience opposition.

This principle was rated 0.45 on the relative validity scale and scored the lowest rate (0.12) on the relative importance scale. It seemed that many of the messages given through different programs would create some opposition. In the case of developing countries, many of their
audience do not believe in birth control; therefore, any campaign promoting the use of birth control methods will have opposition to a certain degree. The experts' opinions differed; some argued that it depends on the way the messages are presented, while others suggested using the term "strong opposition" instead of just "opposition."

41. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.

This principle was rated 0.87 on the scale of relative validity and 0.87 on the scale of relative importance. This principle was not rated as high as expected. It seemed that the jury of experts felt it was not necessarily valid for all subject matter which is discussed on broadcast programs to be significant. Some of the jury of experts saw it as an important element to some extent; others felt it depends on the campaign and the legitimacy of the messages to the audience. One expert commented that the audience would never be homogenous, and it would be useful to direct messages to homogenous audiences.

52. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.

This principle was rated 0.91 on the scale of relative validity. This principle almost made it to the relative
validity: most of the jury of experts indicated that the creation of the viewing centers would be based on the assumption that not enough individuals have their own television sets and that should then determine the validity and the importance of the principles.
CHAPTER VIII

A PROPOSED MODEL FOR TELEVISION USE IN DEVELOPMENT IN UNDERDEVELOPED COUNTRIES

The use of communication media in development in third-world countries will, of course, require a determination in each country, of its major problem areas and a comprehensive assessment of that country's needs. Many of the third-world countries have similarities, but they also have different needs; no one model will suit all of the emerging nations. This model is a realistic overall model based on the validated principles, which can be adapted and applied to any of the developing countries. This model contains the following procedures for television use in development.

1. PROCEDURES FOR PLANNING AND POLICIES

Broadcasting grows out of, serves, and molds its environment. Broadcasting in a developing country, as in all others, reflects its political, cultural, and economic background. Communication policies and plans should reinforce national values, and provide for media participation in solving major problems. They should include provisions for a comprehensive assessment of needs.
But there is still a lack of data and information concerning communication facilities and activities in developing countries which makes necessary the preparation of a realistic inventory of problems and priorities as a basis for communication policies, and planning. It is important for the communication media to be directly involved in the development planning. Unfortunately, there has been no very strong realization in many of the developing countries of the importance of such policies. Certainly, communication policies have been announced from time to time in various countries, but in some, at least, these policies do not cover all sectors, while it is unusual for the policies affecting different sectors to be integrated and indeed, the policies of different sectors may be contradictory or they may be at variance with the general policies established for the communication sector. It is unfortunate when communication policies and plans are not effectively linked to development planning.

Step 1  Goals and Objectives Must Be Defined

Long-range planning in the scientific sense is still, in most cases, the monopoly of economic planners. Indeed, the meaning of the term is not entirely clear, as often as not, to many of those responsible for communication policy-making. It is important to combine economic planners with
those who work in communication. This will help communi-
cators to look at problems from new perspectives as they
define priorities, objectives, and goals for any cam-
paign.¹

Step 2 Local Leaders Should Be
Involved in Planning

It is clear that there has been a good deal of experi-
mentation, and that much experience has been acquired in
the fields of communication and planning. What is lacking,
however, is any great wealth of experience in the combined
field of communication planning. Consequently, the in-
tegration of the two fields is urgently needed. Assuming
that this is feasible, it will clearly be necessary to or-
ganize training courses that bring together persons working
in both fields. Both short-term and long-term training
will have to be provided in order to cope with immediate
needs while also preparing to deal with continuing future
demands by communication organizations at all levels--
including both governmental agencies and, perhaps to a les-
sor extent, privately-owned companies.

The development process is not something that can be
imposed from above. It has to be the result of the inter-
action between the leadership and the masses. A strong
support and endorsement from the top level of the admin-
istration is required in order to guarantee successful
campaigns. The leaders act as pathfinders, seeking out channels to their masses who act as the potential force through which the force can be applied.2

Step 3 Whenever Possible Audience Interaction Should Be Established

One of the principal reasons for using mass media in development campaigns is to teach the target audience new methods to improve the quality of their lives. Research indicates that learning from mass media is more effective when the learners are in groups rather than being exposed to the media alone as individuals. Therefore, whenever possible, planners should provide group situations to help interaction between audience and thus, learning. The interactions enhance the learning process and can also provide immediate feedback concerning the effectiveness of the media messages.3

Step 4 Broadcast Media and Interpersonal Communication Should Be Combined

Interpersonal communication has in the past been the principal channel of information in the newly emerging nations. Such communication requires personal contact and continuous assurance from well-trusted sources such as local authority, personnel, and religious leaders. Mass media alone cannot do the whole job; there must be some kind of personal support. The media are only vehicles for
the transmission of messages. To be effective they must be supplemented by a strong component of social organization and interpersonal communication. Therefore, mass media and interpersonal communication should be combined.\textsuperscript{4}

**Step 5 Local Representatives Must Be Involved in Planning**

Television campaigns should involve local participation, usually through opening a channel for local representation in the planning. Local representatives also should be involved in implementation and evaluation. It is important to have local participation to provide accurate data about local situations.\textsuperscript{5}

**Step 6 Plenty of Time Should Be Given**

It is always the case in developing countries that planners do not allow enough time for their messages to get through. It is important to allow some time—months or even years—to determine the success or the failure of any campaign. In any of the developing nations, change in behavior and attitudes take time; therefore, it is important in designing any campaign to consider this factor and allow ample time for gradual changes.\textsuperscript{6}
2. PROCEDURES REGARDING FINANCE AND BUDGET

Step 1 Estimate the Costs and the Sources of the Necessary Funds

The prevailing circumstances in most developing countries oblige them to pursue a course of rapid economic development under conditions of severe shortages of resources and inadequate facilities. This situation raises the serious problem of how to mobilize resources and distribute them among different sectors. Thus the communication sector has to face competition from a number of other sectors, and it is by no means certain that countries will have sufficient resources to meet the real needs and long-term planning requirements of the countries of the region.

The problem, however, is, as always, the lack of funds. Therefore, the following steps are important to mobilize resources for a coming campaign:

Step A Arrange for participation of funding organizations, public or private, to support development projects.

Step B Draw direct financial funds for selected development projects from regional and international sources of funds.

Step C Allocate adequate financial support from the government, as well as financial assistance from different sources placed under its
management to support and carry out development projects.

Financing television broadcasting is and will continue to be a serious problem for developing nations. In spite of the importance of the electronic media in the internal and external political process, funds to continue the dissemination of their services have become increasingly scarce in light of national military, education, and health needs. Advertising revenue is the major financial support of developing countries' television, but it is not enough. Third-world countries have to struggle and to compromise to find funds needed to continue national broadcasting services. Therefore, most of the jury of experts suggested and strongly emphasized the importance of cost/efficiency of any campaign and also the need to establish policies for fund raising and investing.7

3. PROCEDURES FOR RESEARCH AND DEVELOPMENT

Step 1 Pre-Campaign Research to Identify Audience Characteristics Should Be Conducted

Plan and conduct pre-campaign research to provide information to researchers, planners, and decision-makers in information and communication in the developing countries so as to rationalize communication policies toward the target audience and to enable practitioners to improve
their level of performance in characterizing and identifying the audience.  

Step 2  Research to Determine Exposure and Availability of the Medium Should Be Carried On

Form national commissions as well as regional commissions for communication research to assess the availability of access to and exposure of the medium and then to modify and improve its standards and performance in relation to public needs.  

Step 3  Pilot Projects Should be Conducted to Identify Obstacles and Barriers

Draw up communication research plans at the national and regional levels: prepare studies and research projects involving different audiences; supply data and other factual information as the basis for carrying out pilot studies to identify obstacles and barriers in different areas and communities. Valuable time can often be saved, costly mistakes can be avoided, and effectiveness can be increased if small-scale pilot studies can be conducted in advance of the campaign.  

Step 4  Support for Continuous Feedback

Promote awareness of the importance of research in communication and help raise the level of competence of communication researchers and documentalists so as to meet the needs of the state. Set up feedback units and develop
these established units in rural areas. Feedback staff will conduct surveys and gather information from the urban and rural audiences and the elite community. Also, feedback units will have important roles in designing and shaping broadcasting's content in accord with the audience's needs. The feedback unit should be staffed with competent personnel who know how to conduct audience surveys and gather information. Without feedback from the audience, there is no way to know what it needs and no way to direct media messages according to those needs.\textsuperscript{11,12}

4. PROCEDURES FOR ORGANIZATION

Carry out an analytical study of communication policies in similar developing countries, including information on the communication infrastructure in these countries—this information to be made available to organizations concerned with communication planning; similarly, prepare a comprehensive inventory of communication resources in the countries of the region, including both modern and traditional means of communication, organizational structures, the different mass audiences, and the way in which communication media are used in developing countries.
Step 1  Agencies' Coordination Must Exist

To many people, communication for development materials are dull in nature or it is difficult to produce them in an attractive manner. This attitude can be attributed first and foremost to inadequate professional experience and training. The biggest problem and the real reason why communication has not done as much as it might have done for culture, education, and development is that there is inadequate coordination between media people and their associates in other concerned organizations. Coordination between different agencies involved in the campaign such as educational, agricultural, health, and other service agencies is necessary to guarantee accomplishment and the achievement of campaign objectives.\(^\text{13}\)

Step 2  Rural Participation Should Be Encouraged

In almost all third-world countries, one finds a relatively well developed system of interactive planning institutions at the top level. The structures become less systematic when one reaches the so-called root-level of the population. It is important for the rural audience to develop some kind of rural structure or system by means of which the rural audience can participate in the campaign.\(^\text{14}\)
Step 3  Pre-Campaign Audience Organization
Should Be Prepared

It is important before and during any campaign to start organizing the target audience and to prepare them for the campaign. Elihu Katz mentioned that both Tanzania and Senegal have carried on successful experiments by organizing the audience and making use of community listening and viewing groups.  

Step 4  Bureaucratic Constraints
Should Be Bypassed

In developing countries, it is usually the bureaucracy that creates problems in development campaigns. These problems mostly affect finances and time. The reason for the limited concurrence between what people expect broadcasting to do and what is actually achieved is due to underestimating political and economic bureaucratic constraints.

A communication system would be able to play a much more effective role in supporting development if the mass media institutional networks and opinion leaders were to speak with one voice concerning the necessity of overcoming the bureaucratic constraints in the future promotion of development.
Step 3  **Broadcast Media Campaign Should Involve Local Participation**

Media planners in many of the developing countries are not aware of the fact that representatives from different communities within the country should be involved in any important decisions involved in implementing the media campaign. Such groups should aid in determining what role the media will play in their communities. Participation requires that people be given an opportunity to discuss issues affecting them with regard to the mass media.\(^\text{17}\)

Step 4  **Local Idiom Should Be Used In the Medium Content**

Many of the emerging nations have a multi-language population. Therefore, it is important to use the local idiom and vernacular to address and deliver the intended messages to each local target audience.

As it was stated before, interpersonal communication is an indispensable element in the developing countries. It is very useful to combine television campaigns with interpersonal communication when it is possible. It will be more likely to be effective than the television campaign alone.\(^\text{18}\)
5. PROCEDURES FOR LOCALNESS

Step 1 Local Personnel Should Be Involved in Local Media

Because effective mass media require local media production based on the needs and interests of the audience, and because its needs vary from region to region and among rural and urban audiences, this model calls for the development of local television stations that will be able to deal with local problems and needs.

Local personnel also should get involved in planning, installing, maintaining, directing, and producing local media. Local personnel should be in control of the media in rural areas instead of having them remotely-controlled from the cities. The communication structure has to be created in such a way that people not only feel, but actually are responsible for their own development.19

Most of developing nations that have broadcasting centralized in capital cities. The problem with centralization is that it ignores rural needs. The philosophy behind centralization in most developing countries seems to be based on the realization that media are a strong force for national unity. It is alright to use media to reinforce unity; however, total centralization of mass media, particularly television, will prevent full utilization of the media in the development process. It is very difficult
for a centralized broadcasting system to fulfill all the needs of a population with varying customs, habits, lifestyles, and needs. Therefore, in order that broadcasting may play a strong, positive role in the building of the nation, and at the same time reinforce national unity, it is essential to propose a **combined system of local and centralized broadcasting**. One should study the possibilities of expanding existing local broadcasting by providing local broadcasting services that are integrated with central services. One might also plan an experiment in local television service based on such an integration in various localities, and use that experiment to study the communication-related, social and economic aspects, in order to determine the appropriate mix of local and centralized services in different communities.

**Step 2  Broadcast Media Campaigns Should Be Based On Local Habits and Customs**

It is equally important that any plans for television use should be grounded on an understanding of local habits and life-style. It is important for both researchers and decision-makers to visit and live with the people in the villages and towns that are to be developed and to study their life-styles and cultural habits before initiating any campaign.
It has been stressed that localness should characterize the content of media messages. One means of attaining this is to include local representation in the planning, implementation, and evaluation stages of the campaign. Having locals in these different stages will help in providing a more accurate picture of the local situation. In addition, local representatives can be of great help in collecting information throughout the campaign as to its ongoing effectiveness, its problems, and its achievements. They can help the nonlocal experts gain a more accurate picture of the target audience.

Rural areas generally have a much poorer life-style and different habits. Thus, if the aim is to develop rural areas, understanding the perceptions of the local inhabitants is required. 20

Television programs directed toward specific audiences must promote feelings and emotions of association and empathy to insure effective results. Researchers must seek local needs and problems and gather information about local culture, habits, and traditions before stating the goals and the objectives of any campaign in the desired community. A program of change should be fixed to fit cultural values and past experiences.
Step 3 Campaign Objectives Must Be Related to Local Problems and Culture

Campaign planners should have considerable knowledge of local cultures, customs, habits, and life-styles and a very real appreciation of what these mean to the people involved. Knowing the audience—their needs, concerns, and problems—is a prime requirement in designing media messages to meet these needs, address these concerns, and solve these problems. Therefore, the goals of any campaign should be founded on knowledge of the local culture, tradition, customs, and problems.21

6. PROCEDURES FOR PERSONNEL DEVELOPMENT

Step 1 Training Should Be Provided

Professionals are what television needs most. Without professional staff, the medium will not be able to speak effectively. Most of the experts believe that the lack of professional media staff is the major obstacle. They feel that competent professionals are what media in the developing countries need for improvement. It is important then to equip third-world countries with professional people who are capable of producing media messages that will influence the audience and who are able to handle and operate the medium. Therefore, the model calls for the following:
Step A Drawing up a plan for developing and modernizing academic study and linking it with practical training so as to meet present needs and the projected needs of the coming decade, and to fill currently existing gaps in crucial fields of specialization. There is always a shortage of adequately trained research, production, and technical personnel working in the media in the developing countries. Training needed personnel is essential. Specialized training centers, institutes, and schools with specific programs and courses are recommended in order to ensure adequate numbers of trained persons.22

Step B Redistributing tasks among established and projected training centers and turning a number of them into specialized centers in different branches of communication.

Step C Designing teacher-training programs in the region.

Step D Providing the television training center with the rest of the equipment it requires and putting it into operation.

Step E Manufacturing audio-visual aids for communication training.
Step F Drawing up a comprehensive program for training workers in the publishing industry and setting up one or more centers for training middle-level technicians in printing.

Step G Providing more training in the fields of television broadcasting and news exchange.

Step 2 Academic Training Should Be Utilized

Courses in mass communication should be introduced in the universities. Courses in radio and television news, script writing, and research methods in communication should be offered. The opening of new departments in different universities or learning institutions for academic training in journalism and mass communication will help to supply television with new qualified and skilled personnel. Students from different parts of the community or the society should be familiar with visual media and technology. The allocation of enough materials and publications should be given a high priority for the students. Such materials should be readily available. Existing television employees should be offered the chance to enroll or participate in training courses offered by the new departments in order that they may master their content.

It appears that at present there is virtually no institution in developing countries which is qualified to provide this kind of training. Consequently, as a first
step, the training courses in question must be introduced on an experimental basis at the national and regional levels. It is also of considerable importance for the issue of "communication management" to be taken into consideration in the communication planning process, because it is a subject which has not been adequately dealt with in communication planning studies.

**Step 3 Practical Training**

Practical training is as important as academic training. It is important to provide new training programs. Developing countries should make every effort to help train technical and production personnel. Also, existing managerial and production staff should have the opportunity to attend study groups, seminars, and meetings to reinforce and complete the initial training they have received.  

7. **PROCEDURES FOR CONTENT AND PROGRAMMING**

In connection with the message of communication, it may be in order to repeat the statement that, with a few exceptions, the communication media in the developing countries are first and foremost an urban phenomenon. Accordingly, these media were so established and their message has been so formulated as to address the inhabitants of capital cities and the elite in general. A gradual move
away from this outlook can be perceived, but the change does not yet match declared policies and objectives.

While the situation differs from country to country, it also differs from one communication medium to another; for the nature of a medium and the extent of its coverage, determine the nature of the message it carries. While locally-produced materials have increased in quantity and quality on the radio, for example, television is still flooded with imported materials.

Step 1  Program Content Should Be Presented In the Main Language of the Audience

It is extremely important to use the common language of the target audience. Broadcast programs in the local language are a good means of mobilizing participation in socioeconomic development. Dependency on foreign programs and relying on their objectivity is a big mistake. Developing countries should design their own programs, and use their common language to achieve campaign goals and objectives.24

Communication planners in these nations must use the local and common language in order to attract and affect the target audience, since most of these persons can only be reached in the language they understand and comprehend best.
Step 2 Program Objectives Should Match Campaign Strategy

Effective media messages must be genuine, because genuine messages speak to the needs and interests of the various indigenous elements the audience comprises. Since the first requirement of a campaign drive is that the goals and objectives be clearly defined, it seems that the content of media messages should be relevant to the campaign objective. Therefore, messages through any television program in the campaign drive should match the programming goals and also the campaign strategy.²⁵

Step 3 Program Should Be Broadcast In an Appropriate Hour

Since the makeup of the audience of any program depends to some extent on the type of audience available at the time when the program is broadcast, and since in any campaign in developing countries every program is broadcast to accomplish some specific purpose, it is very important to broadcast the program when substantial numbers of the "needed" audience that the program was designed for are available or included within the program audience.²⁶ Some control over distraction could be obtained from careful and good scheduling of the program.
Step 4  Program Content Should Be Attractive to the Target Audience

Since the broadcasting medium is a popular medium with the potential to attract a large heterogenous audience, the respondents in its audience will not be exactly the same. Effective programming for television, beginning with its conceptualization and development through careful writing, culminates in quality production and performance. This is usually evaluated by the audience for which it is intended. Recognizing that a program's attractiveness can be heightened through the selective use of appeals, the strength of such appeals insures the attraction of a relatively large total audience.27

Step 5  Program Content Should Attract the Attention of Its Audience

Mass media planners are concerned about the amount of attention viewers give to their messages through television programs. Additional research is needed to determine if the audience is paying attention to the program or not. Television's power to compel attention is well documented. However, to provide standards for estimating the effectiveness of a broadcast program, it is important to appraise the approximate program influence on the viewing public in order to have effective campaigns.28
Step 6  Program Broadcast Should Not Include Distracting Elements for Its Audience

If the media component in development campaigns/drives is to be successful, it must attract and hold the attention of the target audience. To do so, the essential messages must address the existing concerns and in some measure, meet the major needs of the intended audience. But sometimes distracting elements divert attention from the program audience. Some of these elements are a result of conditions at home. Other distracting elements exist from the program itself, the way the program is presented, and the hour the program is broadcast. It is important to eliminate or at least avoid all distractions, if possible, to raise the level of attention of the audience. 29

Step 7. The Program Message Should Be Carefully Fitted into the Program Structure

It is critical not to annoy the viewers or disturb their level of attention with disunity of the program structure. The intended message should be carefully inserted within the body of the program in general. Both must be integrated in harmony. 30

Step 8  Program Structure Should Focus Upon the Desired Message

A program is successful only if it attracts and sustains the interest of its intended audience. However, program appeals and structural unity are fundamental
considerations in program building. When designing any television program, communication planners have to consider that the major reason for effective program structure is that the target audience must give attention with a minimum effort to the ideas presented in the program. The more the planners know about their audience, the greater the degree to which the program will achieve its purpose. It is a requirement of a good program structure that viewer interest be maintained throughout the program and then satisfied in the final resolution. 32

Step 9  Program Messages Must Last in Audience Mind

Any modification in attitude produced by the message through the broadcast program must last. Repetition of the message again and again is the common technique usually used in a development broadcast program. The purpose of the repetition is that mass media planners try to expose the audience to the message; therefore, they broadcast the program for weeks and months.

Different techniques could be applied, other than repetition, such as easily-remembered slogans or musical jingles. Regardless of the method, every really effective broadcast program must include some elements that will make the message remembered. 33, 34
Step 10 **Media Messages Must be Consistent**

In program structure, program messages should never be in conflict—the requirement of the consistency of the message has great importance. The program structure should focus upon the same desired and intended messages throughout the entire campaign.\(^{31}\)

Step 11 **Broadcast Program Should Provide Reasons for Its Audience to Accept the Message**

Communication planners are always concerned with persuasion. It is important to find a reason for accepting the message in order to persuade the target audience. Whatever reason is given or is implied should be one likely to be accepted as having some values held by the types of audience "needed" to achieve the program's purpose.

8. **PROCEDURES REGARDING EQUIPMENT AND TECHNOLOGY**

Step 1 **Maintenance to Rural Areas Must Be Provided**

Because of the importance of communications technology, especially television technology, the establishment of training centers for the transfer of technology to developing nations is essential. Also required is the establishment of television industries for both production and equipment.\(^{35}\)
2. **Television Signals Should Expand to Cover Rural Areas**

   The communications infrastructure of the developing countries, especially with regard to possible telecommunications networks, requires comprehensive survey and a realistic conception of what it would take, given the present state of the network, to complete a communications network that would link together the countries of the area and link them also with the rest of the world, as well as linking up the different regions of each country, especially rural or remote areas.

3. **Television Campaigns Should Have Some Sort of Quality**

   Planners should strengthen and reinforce local broadcasting services by supplying them with quality programs and also with the necessary equipment for good technical quality.\textsuperscript{36,37}
CHAPTER VIII
NOTES

Principle #4, Rank 6. In any campaign, using television, setting priorities, objectives, and goals must be defined.

Principle #5, Rank 9. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.

Principle #6, Rank 43. Careful planning to organize and arrange group situations is helpful for interaction between the audience.

Principle #8, Rank 14. Campaigns to modernize some part of a society will almost invariably make use of face-to-face communications as well as the media.

Principle #9, Rank 3. In the planning, the use of television in development in any underdeveloped countries should involve the participation of the people who will be most likely to be affected by these decisions.

Principle #10. In planning a campaign, a considerable amount of time should be given to such campaigns to determine its success or failure.

Principle #2, Rank 37. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.

Principle #18, Rank 5. Before mounting any campaign, conducting research to identify audience characteristics is essential.

Principle #19, Rank 11. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.

Principle #23, Rank 2. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.
Principle #21, Rank 12. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.

Principle #22, Rank 4. Feedback from the audience is crucial in order to make the campaign as effective as possible.

Principle #11, Rank 22. Coordination between agencies involved in the campaign is essential for success.

Principle #12, Rank 32. The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.

Principle #14, Rank 27. Organizing the audience for reception and follow-up action is needed to gain maximum development.

Principle #15. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.

Principle #29, Rank 33. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.

Principle #31, Rank 1. Using a combination of television campaign and interpersonal communication is likely to be more helpful than the medium alone.

Principle #35, Rank 39. Local personnel should be involved in planning, installing, maintaining, directing, and producing local media.

Principle #34, Rank 10. Plans for television use should be grounded on understood perceptions of local habits and lifestyles.

Principle #32, Rank 6. The goals and objectives of any campaign should be founded on adequate local knowledge of local culture, local tradition, local customs, and local problems.

Principle #25, Rank 23. Training suitable and qualified manpower is essential before launching any television system.
Principle #26, Rank 20. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.

Principle #37, Rank 13. In designing any program, using the common language of the target audience is important.

Principle #39, Rank 17. Program objectives must match with programming goals and campaign strategy.

Principle #42, Rank 30. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.

Principle #43, Rank 34. The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.

Principle #44, Rank 7. The program must attract and hold at least in a reasonable degree the attention of the needed audience in the program audience.

Principle #45, Rank 21. To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.

Principle #46, Rank 36. Messages must harmonize with the general purpose of the program.

Principle #49, Rank 19. Messages sent through different kinds of programs should be consistent.

Principle #50, Rank 29. Program broadcasts should give the audience reasons for accepting messages presented.

Principle #47, Rank 40. The program must have effective structure, making it easy for audience reception.

Principle #48, Rank 18. Messages should include some element or characteristic which make them easy for the listener to remember.

Principle #53, Rank 31. Maintenance to technical equipment of both receivers and power generators should be available in suburban and rural areas.
Principle #51, Rank 15. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.

Principle #54, Rank 25. Reliable technical quality of both content and equipment is required when using television in campaigns.
CHAPTER IX
APPLYING THE MODEL TO EGYPT

Development communication is a means by which information is disseminated to induce responses favorable to development plans. It provides the articulation between policies and programs and clarifies objectives and defines methods. Planning effective communication is a key step in development. Assessing the effectiveness and contribution of such a plan depends on the measures of success one employs and whether its benefits exceed its costs.

The preceding chapter developed a generalized model for use in national development which, it was assumed, could be applied with appropriate modifications to any emerging country. In this chapter it is proposed to apply the model to the Arab Republic of Egypt. This north African country was chosen because it is the home country of the researcher and he is familiar with its background and current situation. In addition, the investigator has been a participant in the Egyptian broadcast media, both academically and practically.

The application of the model to a particular country requires an understanding of the present status of government-broadcast relationship, including the overall
objectives for development as seen by the governing body of the country (see Chapter I).

**Government Broadcast Administration**

The government is headed by the Council of State and the Council of Ministers, the latter including the Minister of Communication. Egypt has a long history with government regulation and control of broadcasting. There is careful supervision of the broadcast media in Egypt. It seems that broadcast media officials have no direct control over the enterprise. Conformity with regulation is assured through the appointment of "dependable" people to radio and television committees and the important positions in the broadcast organization. However, there is less censorship than there used to be. But, since the government usually provides the funding and often controls the output, broadcasting is apt to become a government mouthpiece. Closeness of media and government is considered an advantage. However, now to some extent, freedom of expression is assured, although subsequent provisions permit important limitations and control.

The broadcast media in Egypt overall is not doing badly and there are no great differences between it and similar agencies in developing or even developed countries. Most of these countries, especially the east European
countries, operate the media from a political point of view. It is important for developing countries, and Egypt in particular, to have broadcast media that can be operated from a developmental point of view. However, Egypt's mass media now are controlled by the Ministry of Communication and the ministry operates according to the same government regulations and routines that apply to other ministries, even though its tasks are quite different. But since the Ministry of Information was established, broadcast media has been given some autonomy by the formation of the Egyptian Radio and Television Federation, which now operates under the Ministry of Communication.

In 1982 the President of the Board of Trustees of the Egyptian Radio and Television Federation announced the five distinct sectors of the Egyptian radio and television union: Radio, Television, Engineering, Finance, and Secretary-General. Each sector has a chairman who reports directly to the Minister of Communication. Based on the validated principles and the general model, it seems clear that reform is needed for Egyptian television.

1. Procedures for Planning and Policies

Communication planning is simply to imply the preparation of both long-range and short-range plans strategically and operationally for the efficient use of
communication resources in the context of a particular society's goals, objectives, means, and priorities.

Step 1. Goals and objectives must be defined. Goals and objectives in national development must be defined so that communication policy will relate to the development effort. Mass communication becomes a means of aiding the development process; it is a means to an end. Use of media is an essential part of the planning effort. This relationship with planning is direct.

The goals and objectives of educational and social development must relate to media use; its role should be precisely determined by government planners from the various involved ministries. Dialogue between the planning ministry and other ministries needs to be established.

Step 2. Local leaders should be involved in planning. In Egypt there are more than 4,000 villages containing from 100 to 10,000 persons each. Channels for local leaders or village representatives to be involved in planning must be developed. This will serve two purposes. In the first place, the plans are more likely to be properly designed for peoples' needs and necessities. In the second place, it will help promote the importance of the national development plan and orient and train personnel for its practical implementation.

Step 3. Whenever possible, audience interaction should be facilitated. Arranging for group situations in
rural areas in Egypt will help interaction among audience members. Such interaction will provide immediate feedback with regard to the effectiveness of the intended messages in the strategic plans for development.

Step 4. Broadcast media and interpersonal communication should be combined to help in delivering messages. In Egypt effective communication usually requires personal contact because the society has depended on face-to-face communication for thousands of years. Local authority leaders and religious figures should participate in this communication enterprise to help the medium in delivering messages with regard to the national development plan.

Step 5. Adequate time should be given. The willingness to reduce time scales in developmental plans in Egypt must be matched either by a corresponding increase in resources or by a restriction of planning demands. In any case, adequate time should be given to determine campaign success or failure. Effective changes in people and institutions require long-time effort and boundless patience.

2. Procedures for Finance and Budget

Since Egypt's economic situation is less than satisfactory at the present time, the model suggests the following steps.

Step 1. Secure participation of private or public organization to support development projects.
Step 2. Draw direct financial funds from international fund organizations.

Step 3. Promote advertising in the nation's media by business and state industry.

Step 4. Increase program sales abroad by producing programs to suit the Arab neighboring states and/or produce video cassettes for the domestic market.

Step 5. Establish fees on television sets and/or additional fees on consumers' electricity bills.

3. Procedures for Research

Research is an essential part of an effective development effort. Appropriate agencies must be established and implemented.

Step 1. Audience Research Unit. Audience research developed very slowly in Egypt. Until recently, the Egyptian government did not regard radio and television as proper subjects for university-level study. Certain types of research were hindered by the late development of fields like sociology—which provides some techniques for audience research—because sociologists were considered in conflict with the political power structure. There were delays in developing research instruments. The noncommercial,
monopoly status of broadcasting provided less motivation for research.

However, it is now clear that mass communication flow should be based on the flow of feedback. Feedback is the foundation upon which mass media messages should be designed. Creation of a national unit for audience research and analysis is essential for media to be able to relate their programs to the needs, interests, and problems of Egypt's society and the national interest. This center should be staffed with skilled, professional personnel. This unit should be followed by local research units in the future.

**Step 2. A local research unit would collect general background information regarding the region, including not only the usual demographics, but also with regard to media accessibility, media saturation, and media habits. Additionally, it would keep current on local customs and the status of traditional media. Each unit is to be staffed with community researchers who feed back data to both the local stations and to the centralized audience research unit at the centralized broadcasting center in the capital. Local feedback also ensures that programming will be relevant and interesting to the audience it reaches. Local research units will be attached to all governorates around the nation collecting different data and feedback from governorate audiences.**
CHART 4
SUGGESTED BROADCAST ORGANIZATION CHART
4. Procedures for Organization

Step 1. Coordination Unit. Egyptian broadcast officials do not seem to have a philosophy or a set of goals for radio and television that are tied to the goals of the country and the appropriate central planning organization. This is particularly true with respect to programming policy for educational, news, and entertainment programs. There is a surprising lack of communication and cooperation between ministries of information and education which clearly reflects the confusion in planning.

It seems very important to create a coordination unit to participate in solving such problems. The main task of this unit would be to gather information from the various government ministries, social services, and planning agencies—information related to the development effort. The ministries and official agencies should provide the development unit with data about their projects, services, and problems. The planning agencies should share their plans for development. With this information about what has been done in Egypt, what is yet to be done, and what kind of problems there are, the media professionals will be able to direct their particular medium's content accordingly.
5. Procedures for Personnel Development

Highly trained personnel are required for effective communication. This implies setting up training opportunities.

Step 1. Training Unit. In terms of both academic and practical training, Egypt has created the most extensive training of any developing country in Africa and in the Middle East. But training continues to be a problem. For example, the Egyptian Radio and Television Federation operates both radio and television training centers that attract both Egyptians and nationals from other Arab countries, especially for advanced and practical training as in the Egyptian Radio and Television Institute.

The courses through which students progress are very specialized; a student may concentrate on either production or engineering. Egyptian universities offer courses in mass communication. The courses, unlike those offered by the Radio and Television Institute, are usually theory and policy oriented. The largest communication school in the Arab world is the faculty of information at Cairo University, which offers undergraduate, M.A., and Ph.D. degrees. The American University in Cairo offers undergraduate and M.S. degrees in Mass Communication. Obviously, Egypt has enough training centers, but the problem is that most of the graduates are hired by the wealthier countries, especially the Arab Gulf States.
It is essential to continue this effort, especially with regard to locally-produced programs. This unit should train and qualify new personnel, as well as recruit professionals, to work in local television stations. It is important to understand that local programming will not be effective merely because it is local. Locally-produced Egyptian programs must be of a quality that is competitive with any other locally-produced programs anywhere. The adoption of this unit will open the way to excellence in local production, and will make broadcasting an influential presence in rural Egypt.

6. Procedures for Programming and Content

   Step 1. Program Development Unit. How well do these broadcasting organizations serve the country? How "good" are the programs? Broadcasting grows out of, serves, and helps mold its environment. In Egypt, like all other countries, broadcasting reflects its political, cultural, and economic backgrounds.

   Distinctive program formats were slow to emerge in Egypt as in the Middle East generally, although the Western countries are much ahead in this respect. One reason may be the general slowness of Egypt's bureaucracy. Another is the fact of monopoly: when a number of services compete for audiences, a high premium is placed on attractive--and
this often means unique--program formats. In recent years there has been marked improvement, but there still is a long way to go.

Among program types, sports and entertainment rank high. There is tremendous public pressure for good sports coverage, and at the same time it is difficult to dilute such programs with propaganda. Frequent international exchanges are a factor too, since they ensure regular comparisons with foreign norms. Education benefits from the general emphasis on study and training. Also there is much good work in drama, documentary, and film. Music is well handled; light entertainment, less so.

Television is an ideal medium for a culture that is family-oriented and tends to center much of its education and entertainment around the home.

Educational programs. From the very beginning, the Egyptian government used the medium as an instrument of social education, linking the masses to government modernization programs in such fields as health, sanitation, home economics, and school television. Cairo's television schedule was heavily weighted in favor of how-to-do-it shows and other educational programs. The third channel was reserved largely for such efforts, including a plan to provide instructional programming for the national school system. But unfortunately, it was eliminated. The United
States provided assistance to this effort beginning in 1963 through the services of two Ohio State University audio-visual specialists, Dr. Keith Tyler and his wife. The Tylers drew up a five-year program for school television, which is slowly being implemented. Unfortunately, no further steps have been taken to improve the quality of educational programs. Every Egyptian viewer today, having access to electricity and a television receiver and within the range of transmitters, is provided with about thirty hours of television programming per week on two national channels. Educational programs comprise only a small part of the broadcast schedule and are aired only in the afternoons. There is no attempt to use the medium to support classroom teaching.

Television is an ideal medium for education, but using television as entertainment is not unusual in developing countries, especially in Egypt. Perhaps Egypt tends to imitate advanced western nations, even though such imitation may be highly inappropriate. We should remember that the invention of television occurred after the western nations had become developed, so that the use of television for educational purposes and for development was not a priority for them.

The Television Program Unit. The program director, as head of the program department, is responsible for the
program schedule and for developing local programming, but he is not responsible for studio operations. In most stations, these three functions--programming/scheduling, program development, and production--should all be under the program director.

The program development unit should be staffed with experts in programming. Their work is to develop new programs in different fields, calling upon foreign experts--if necessary--to help in the process of development.

Reforming television content in such a way as to serve Egypt's present and future national plans and interests should have priority over sports and entertainment.
CHART 5

SUGGESTED EGYPTIAN TELEVISION ORGANIZATION CHART
7. Procedures for Localness, Equipment, and Technology

The Two-Stage Timed Integrated Broadcast Model. Centralized broadcast media are not beneficial to developing countries, especially to Egypt. The current centralized broadcast media in Egypt does not serve the nation (see Figure 2). Egyptian people are scattered along the Nile Valley and represent a great variety of traditions, dialects, and needs among the members of the mass media audience.

Broadcast media continue to implement a sender-based system of communication. But, times change, and change accelerates in time. Contemporary nations no longer exist in isolation. New technologies have extended the possibilities of distributing television programs.

Such local stations are needed because effective mass media require local media production based on the needs and interests of the audiences, and such needs vary from region to region and between rural and urban audiences. Centralized broadcasting is no longer the solution to serving Egyptian audiences.

A two-stage timed broadcast model is proposed. It involves two different stages for the integrated broadcast system over a ten-year period, or more.

Step 1. A combined centralized broadcast system now operates with a decentralized system
presented by regional television stations as it is shown on the map (see Figure 3).

Step 2. Combined centralized broadcast system with a decentralized broadcast system presented by governorate television station (see Figure 4).

The problem with centralization is that it ignores rural needs, problems, and interests. The integrated system, by applying centralized television in Cairo, will send its programs through the local stations in different areas. Local stations should be able to produce programs that stem from their communities. The combined system makes it imperative to proportion time given to local programs and to those emanating from the central broadcast system in Cairo. The combined system should improve the broadcast medium effectiveness with regard to national development.
FIGURE 2

EXISTING BROADCASTING SYSTEM IN EGYPT
FIGURE 3

SUGGESTED REGIONAL BROADCASTING SYSTEM (STEP 1)

1- Matruh  2- Alexandria  3- Middle Delta  4- Canal
5- Northern Sinai  6- Southern Sinai  7- Cairo  8- Greater Cairo
9- Red sea  10- Northern Upper Egypt  11- Southern Upper Egypt
12- Al wadi elgdid
FIGURE 4

SUGGESTED GOVERNORATE BROADCASTING SYSTEM (STEP 2)

**Local Television Station Requirements:**

1. Sufficient office space is provided. The station also has sufficient, professionally equipped on-air and production facilities to allow for broadcast of programming of high technical quality, including the capability for simultaneous local production and origination.

2. The station has transmitter power sufficient to provide a primary signal to the community of license.

3. Station originates a significant, locally-produced program service designed to serve its community of license.

4. The station's minimum operational schedule is 6 hours per day, 365 days per year.

5. The station's daily broadcast schedule is devoted primarily to programming of good quality that serves demonstrated community needs of an education, information, and cultural nature within its primary signal area.

6. The station employs professionals, including permanent personnel with experience in the management programming, production, promotion, or engineering areas of the television operation.

**Step 1. Local television staff.** In order to communicate effectively in any medium, it is essential first to
understand the capabilities and limitations of both the medium and its tools and techniques. Television communicators require a knowledge of a vast array of production equipment before they can work effectively in television. While proficiency in equipment operation is a logical first step, it is only a means to an end. We must know how best to use the equipment to produce programming which will communicate messages and ideas to the viewing audience.

Local television stations must have qualified staff to operate the medium effectively. Here is a brief description of local television positions and responsibilities:

1 - Governing Board: There should always be a board of civic leaders or representatives from the local areas to govern and set policy for the station.

2 - Management: The staff consists of different categories such as administrative, management, production, and engineering. They have to report to the Board.

3 - Finance and budget: One obvious component of any station is, of course, the money to run the operation. Staff should be able to manage funds that will come from a wide variety of sources such as foundations, memberships, and others from money-raising schemes.
4 - Engineering: Qualified engineers able to adequately maintain equipment and studios of the television stations.

5 - Production.

(1) The producer is responsible for developing program concept, developing production budget, assigning program's director, and supervising and coordinating all preproduction planning.

(2) The director is responsible for participating in all preproduction meetings, working with the producer and writer in script development, establishing production approach in consultation with the producer, consulting with the lighting director, set designer, and audio engineer, and approving their various designs and approaches, casting performers, and working out camera shots.

(3) The writer is responsible for working with the producer and director in developing the script or format and revising the script until approved.

(4) The assistant director helps the director in planning production approach.

(5) The technical director (switcher) is responsible for overall technical quality (if
acting as technical director) and operating production switcher.

(6) The **audio engineer** is responsible for consulting with the director and other key team members on production approach and necessary audio.

(7) The **lighting director** is responsible for consulting with the director, producer, and scenic designer on overall design approach, developing lighting approach, and preparing lighting for production.

(8) The **scenic designer** is responsible for consulting with the director, producer, and lighting director on overall design, and developing set design approach and design settings.

(9) The **floor manager** is responsible for all activities on the studio floor, and for serving as the director's "eyes and ears" on the floor during rehearsal and production. He is responsible for props and costumes during rehearsal and production, and relaying cues to talent as they come from the director.

(10) The **camera operators** are responsible for preparing the cameras for production, and
operating the cameras during camera rehearsals.

(11) The video engineers are responsible for setting up and aligning cameras for the best picture, "shading" cameras to control for variations in scene brightness, helping the director to achieve special visual effects as necessary, and consulting with the lighting director should illumination problems arise which affect camera operation.

Critique

The general application of the model to the situation in Egypt makes clear a number of strengths of the model, but also reveals some weaknesses.

The model will prove extremely useful to those responsible for national development in Egypt in detailing the procedures for planning and the formulation of policies and calling for government officials and broadcast authorities to define goals and objectives for any developmental campaign or project as specifically as possible. The model clearly requires that local Egyptian leaders participate in the planning process and demands audience interaction and involvement in campaigns.

The model also defines the role of research in the use of broadcasting in development. The model calls for the
establishment of both centralized and local research units to provide the feedback mechanism necessary for better understanding of audiences and to make possible the formulation of effective messages.

The general model, when applied to Egypt, gives a focus and a sense of direction to procedures for organization. The model requires cooperation within the organization between the representatives of different ministries and agencies involved in developmental campaigns.

The general model provides a basic framework for procedures for personnel development through the suggestion of creating training units that will turn out competent, professional personnel trained both academically and practically.

The model is very helpful in detailing procedures for programming and content. The model requires the establishment of a program development unit that will plan and develop programs according to the needs and interests of the various audiences.

Finally, the model fits the Egyptian situation with regard to procedures for equipment and technology. The model requires the decentralization of television facilities and the establishment of local television stations.
Some Negative Aspects

Since the nation of Egypt is presently experiencing a weak economy, certain difficulties in the application of the general model may be expected to appear. The most obvious and serious difficulty in application of the model is with regard to financing. The cost of a local, fully-equipped television station exceeds one million U.S. dollars. Unfortunately, Egypt cannot afford to finance all of these television stations at this stage. However, after the completion of the ground stations and the new Egyptian satellite (a present project between the government of Japan and the Egyptian government), the development of local television stations will be feasible. Another disadvantage that will need to be overcome and which is not mentioned in the model regarding procedures for equipment and technology is possible interference between television signals because most of the Egyptian villages and towns are clustered along the Nile Valley. Nevertheless, the use of the new satellite and point-to-point relay will help in solving the problem.

The advantages of Egypt's use of the general model has been delineated; the model did fit the Egyptian situation reasonably well. There are, however, some minor difficulties, as have been noted. It is believed that the model will be of help in national development in many emerging nations.
CHAPTER X
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The use of mass media for national development is presently an important concern in emerging nations. Despite the obvious importance of this subject, there has been little comprehensive study of the role of television in promoting national development. Nevertheless, an increasing number of these countries has recognized the important role that television can play in motivating, informing, and instructing their people.

In order to use the broadcast medium effectively, a number of principles that are becoming apparent from years of experience need to be followed. This study proposed to identify and validate these principles. The process for identifying and selecting these principles involved three stages:

1. A careful examination of literature dealing with the use of television in national development. A careful review of the available literature related to the use of television in national development was made. That was done by examining books dealing with the role of the broadcast media in development; reports and papers from
agencies that carry on such research; available statistical data dealing with the subject; and articles in publications that presented case studies of the use of television in development.

2. Selection of all available instances which represented successful use.

3. Analysis of the cases and identification of the guiding principles which appear to have been instrumental in the success of the use of television. The analysis of these cases and the examination of how the medium had been used to achieve such success, indicated the guiding principles which appeared to have been instrumental in the successful use of the broadcast media.

Fifty-four principles for television use in development were identified. The principles were categorized in terms of the types of activities with which they dealt. This resulted in the following areas:

1) Budget and Finance
2) Research and Audience Analysis
3) Organization and Management
4) Localness
5) Content and Programming
6) Planning and Policies
7) Personnel Development
8) Equipment and Technology
A jury of experts were selected from the fields of mass communication and development, educational-communication, sociology, and international communication. They were then asked to react to each of the principles in terms of its validity and its apparent importance.

A generalized model for television use in developing countries was then developed, based on the validated principles.

Finally, the model was applied to Egypt, the researcher's home country, to determine the usefulness and appropriateness of the model.

The selection of the members of the jury of experts was based on the following criteria:

1. **Publications:** Scholarly writing dealing with mass media and/or development. Publications might be research reports or articles or other authoritative work.

2. **Experience:** Actual participation in development projects involving mass media, preferably in the third-world countries.

3. **Recognition:** Have held positions of substantial responsibility in development and research enterprises.

4. **Consulting:** Has participated as consultant in varied research and development projects.
Each member of the selected panel of experts had to meet one or more of these criteria.

Some of the experts were recommended by U.S.I.A. (United States Information Agency). Others were recommended by the East-West Center Institute of Culture and Communication in Hawaii. Some were identified from their pertinent publications. The rest of the experts were recruited personally by this investigator at the International Communication Association annual conference, which took place May 22-26, 1986 in Chicago, Illinois.

The study involved mailing a self-administrable list of the selected principles (fifty-four) to each member of the panel of experts. The mail survey was chosen for this study both because of its ability to collect essential data with a minimum expenditure of time and money, and also because the selected panel of experts was scattered around the United States.

The principles were arranged in simple scaled form, and by using the Likert scale technique, the experts ranked each principle according to their judgement of its relative validity and its relative importance. Additionally, many of the selected experts expressed thoughtful comments about the listed principles.

Each item on the Likert scale gave the opportunity to the respondent to express his judgement both of the
validity and the importance of the principle. Thus for relative validity he could either strongly disagree, disagree, agree, strongly agree, or be neutral with regard to the principle. In terms of relative importance, respondents could judge each principle to be of great importance, moderate importance, little importance, no importance, or to be neutral.

The responses were then analyzed by assigning weightings. An arbitrary cut-off point was chosen and as a result, fifteen principles were eliminated on that basis of validity, and fourteen did not qualify on the basis of importance.

A generalized model for television use in development in the emerging nations was designed based upon the validated principles. The main purpose of the model was to serve as a convenient, reliable, and highly flexible guide for planning the use of television in varied types of development programs.

The model was designed in the belief that it could be adapted to development planning in a variety of developing countries. It is expected that modification of the model will be necessary according to each country's particular situation, circumstances, and needs. The overall model can be applied in countries that are just starting or on the other hand, to those already involved in the process of
development. This model could be tested on a national basis rather than a local basis.

Also, the proposed model is a representation of the categories and components that are considered most necessary in utilizing television in development projects.

The last step of this study is to test the model's usefulness when applied to a particular nation, namely Egypt. The researcher chose Egypt as an example for the following reasons:

1. The investigator is a native of this country.
2. The author has had experience in the field of broadcasting in Egypt, both academically (the researcher is an instructor in the Department of Film and Television, College of Applied Arts, Helwan University), and practically (the researcher used to work with the Egyptian Television and the Arab Television Companies.

The overall model seems to fit the Egyptian situation with minor changes and a plan for television use in development in Egypt was developed for the short and long-term period of time.

Conclusions

1. The forty identified and validated principles for television use in national development could provide
guidance to national planners in using the broadcast medium effectively and sufficiently.

2. The generalized model based on the validated principles should be sufficient in securing an effective use of television in developing countries. However, certain considerations should be given to the social, economic, and political factors which operate in different developing countries.

3. Communications scholars and experts have long been interested in the role of mass media in the process of societal development. Their research and literature provide a valuable, thoughtful, and experiential foundation. Generally their research has sought improved strategies for other researchers, planners, and decision-makers.

4. The combination of television campaigns and interpersonal communication is most likely to be more helpful and effective than the medium alone. It is found by most experts and scholars who give it first importance that a combination of television campaigns is likely to be more effective than either alone.

5. Pretesting information materials before starting any developmental campaign is important to identify obstacles and barriers that could result in campaign deficiency. Experts classified the introduction of a pilot study very high on the scale of importance. Misunderstanding of
television medium will take a long time for correction; therefore, special efforts must be made to avoid possible failures in communication.

6. The need for participation of communities and individuals in developing countries ranks high on the scale of importance. Participation in planning by the people who will be most likely to be affected by its decisions enables persons unknown to each other to discuss and achieve consensus by comparing their opinions.

7. Communication research is highly distinguished on the scale of importance, mainly for providing continuing and systematic feedback from the audiences. Audience characteristics and differences must be fully known and identified. In developing countries where research has not been readily available, campaigns are likely to fail.

8. Economic stress and difficulties have been a major disadvantage for developing countries not to use the broadcast medium effectively. Cost, finance, and budget is always the problem. Providing appropriate funds for the broadcast medium in most cases was for better use and greater effect.

Recommendations

1. Developing countries should seek every opportunity for financial funds to establish or to continue national
television services. Adequate financial appropriations should be allocated. Basic sources of revenue or financial support should include license fees and advertising and not only government subvention and foreign aid. Additional domestic sources should be encouraged such as publishing and program sales and/or surcharge on electricity bills.

2. Developing countries should plan for the integration of the broadcast medium into the development policy. Television needs to contribute to the formation of development policy, as well as its implementation. Representatives from all parties concerned such as government organs, public and media planners in developing countries should discuss the relationship between the broadcast medium and other aspects of development and base television use as an integral part of the national development policy.

3. Developing countries should combine the broadcast medium with interpersonal communication. Broadcast media can be effective, but it will be more effective when combined with interpersonal communication. Available interpersonal channels should serve the broadcast medium within the framework of the national development policy.

4. Developing countries should offer opportunities for the public to participate and have access to the broadcast medium. Participation requires that people be given the chance to speak their minds, emerging nations should
try to increase the active interest of the people to arrive at better decisions on all levels of the society.

5. Developing countries should try to establish local broadcast media. Effective mass media requires local media involvement. Local broadcast media should be established and maintained on the basis of the needs and the interests of the local community's audiences.

6. Developing countries should pay more attention to the role of research and audience analysis. Since it is most important to have existence of rapid feedback in broadcasting, audience research and analysis should be well established and encouraged. Developing countries should train researchers in this particular field and take advantage of their abilities to pretest messages, measure, and describe audiences for better performance and use of the broadcast medium. Good national development broadcast planning should only proceed efficiently if it has access to an adequate data base and the acquisition of this data base must be built into the original design.

7. Developing countries should provide adequate training programs for better use of the broadcast medium. Positive growth of broadcast media in any developing countries depend on training programs for broadcasting, especially for technical, writing, editing, production, and managerial. Academic and practical courses should be offered at university levels.
8. Developing countries should provide and organize the interactions of the broadcast medium and the established institutions. Political, economic, educational, and cultural institutions should organize their efforts and arrange their priorities together to fit within the broadcast system capabilities in order to achieve better use of the medium and effective national development policy.

9. National, regional, and local television programs and content in developing countries should be designed to suit the different levels of tasks and types of audiences. The mix of entertainment, information, education, and inspiration in programming should always be based on the audiences' needs in different levels of the society.

10. The disproportionately greater cost of obtaining television coverage has limited both the extension of television signals and the multiplication of receivers in most developing countries, especially given the existence of radio as an alternative. However, a developing country should expand its television coverage and improve and provide technology and equipment if it fits its needs and capabilities.
APPENDIX A

LETTERS SENT TO THE EAST-WEST CENTER INSTITUTE OF CULTURE AND COMMUNICATION AND THE UNITED STATES INFORMATION AGENCY
Dear Dr. Bitterman:

My name is Hussein Amin. I am a Ph.D. student at The Ohio State University doing my dissertation research on the use of television in national development. Dr. I. Keith Tyler is my academic advisor. As an international communicator, you, of course, are aware of the need for continued scholarly research in this field. As a part of my investigation, I plan to conduct a survey which will list basic principles for the use of television in national development. These principles have been derived from research reports and authoritative writings. I hope to validate these principles using a jury of experts in the field. I would greatly appreciate it if you would suggest twenty or so such persons (including a brief description of their qualifications), so that a representative sample can be selected for my study.

Thank you in advance for your cooperation and assistance. I will be eagerly looking forward to your response.

Sincerely,

Hussein Amin
Hussein Youssry Amin
654 Harley Drive, #5
Columbus, Ohio 43202

August 19, 1985

Mr. Charles Z. Wick
United States Information Agency
400 C Street
Washington, D.C. 20547

Dear Mr. Wick:

My name is Hussein Amin. I am a Ph.D. student at The Ohio State University doing my dissertation research on the use of television in national development. Dr. I. Keith Tyler is my academic advisor. As an international communicator, you, of course, are aware of the need for continued scholarly research in this field. As a part of my investigation, I plan to conduct a survey which will list basic principles for the use of television in national development. These principles have been derived from research reports and authoritative writings. I hope to validate these principles using a jury of experts in the field. I would greatly appreciate it if you would suggest twenty or so such persons (including a brief description of their qualifications), so that a representative sample can be selected for my study.

Thank you in advance for your cooperation and assistance. I will be eagerly looking forward to your response.

Sincerely,

Hussein Amin
APPENDIX B

RESPONSES FROM THE EAST-WEST CENTER INSTITUTE OF CULTURE AND COMMUNICATION, THE UNITED STATES INFORMATION AGENCY, AND THE INTERNATIONAL INSTITUTE OF COMMUNICATION
August 29, 1985

Mr. Hussein Amin
654 Harley Drive, #5
Columbus, Ohio 43202

Dear Mr. Amin:

This is in response to your letter addressed to Dr. Mary Bitterman, Director of our Institute. Dr. Bitterman is currently out of town.

Regarding your survey of communication scholars, since you will be getting a lot of names from sources on the U.S. mainland, I will just mention a few in Hawaii.

Dr. Mary Bitterman, Director of our Institute, whose background is in international and intercultural communication.

Dr. Wilbur Schramm, who needs no introduction. He can be reached c/o this Institute.

Dr. Syed Rahim, of this Institute, whose interest is in communication policy.

Dr. Meheroo Jussawalla, of this Institute, whose interest is in economics of communication.

Dr. Clayton Vollan, of this Institute, whose interest is in educational technology and distance learning.

Dr. George Beal, of this Institute, whose interest is in dissemination of agricultural innovations.

At the University of Hawaii, Department of Communication, there are Professors Kajid Tehranian, Dan Wiedemeyer, Stan Harris, and John Bystrum.

I wish you success with your dissertation.

Sincerely yours,

Godwin C. Chu
Assistant Director

GOC/jhs

cc: Dr. Mary Bitterman
Director
September 16, 1985

Dear Mr. Amin:

Director Wick referred your letter of August 19 to us for reply.

Although USIA uses television in its overseas information activities, the Agency is not directly involved in TV in support of national development. Therefore, we suggest that the following individuals would be better able to suggest a panel of experts for your Ph.D. dissertation:

Ms. Judy Brace, Director
Clearinghouse for Development Communication
1255 23rd Street, NW
Washington, DC 20037
Phone (202) 562-1900

Dr. Thomas P. Hardiman, President
International Institute of Communications
Tavistock House South
Tavistock Square
London WC1H 9LP, U.K.
Phone 01-388-0671

Dr. Emmanuel E. Paraschos, Head
International Communications Division
Association for Education in Journalism
c/o Department of Journalism
University of Arkansas at Little Rock
Little Rock, AR 72204
Phone (501) 569-1250

I hope these references are helpful to you and that your doctoral dissertation project will be a success.

Sincerely,

[Signature]

Nils H. Wessell
Director
Office of Research

Mr. Hussein Yousry Amin
654 Harley Drive, #5
Columbus, Ohio 43202
Dear Mr. Amin,

On behalf of the President of the International Institute of Communications, Thomas P. Hardiman, I would like to thank you for your 20 March letter concerning your research study dealing with the role of television in national development.

Regrettably, Mr. Hardiman is unable to accept your kind invitation to assist you in your work by serving as a member of a small advisory panel. As an alternative, we suggest an IIC member who has done considerable analysis of the issues you are examining, he is:

Mr. Karol Jakubowicz
Centre for Public Opinion and Broadcasting Research
Polish Radio and TV
Woronica 17
00-950 Warsaw
POLAND

To assist you in determining whether Mr. Jakubowicz is appropriate, I have enclosed a research paper he submitted to the IIC in relation to our 1985 Annual Conference. It is entitled Culture, Mass Communication and Development: The Indigenisation of Black African Broadcast Media. This paper is printed in the IIC's publication containing background papers to the conference and can be obtained from the IIC London office using the enclosed order form (price £20).

Finally, I have included the IIC's 1986 membership brochure which gives a succinct overview of the objectives, activities and membership of our organisation. At the back of it you will find an application form for membership. You may wish to join the IIC as an individual member. The 1986 subscription fee is £25 which includes an automatic free subscription to our journal, InterMedia.

Yours sincerely,

David Gillick
Deputy Director

cc. Karol Jakubowicz
APPENDIX C

FIRST LETTER WITH CARDS SENT TO THE PANEL OF EXPERTS
Dr. Meheroo Jussawalla  
East-West Center  
Institute of Culture and Communication  
1777 East-West Road  
Honolulu, Hawaii  96840

Hussein Yousry Amin  
654 Harley Drive, #5  
Columbus, OH  43202

Please check one:

☑ Yes, I would like to help you.

☐ No, I cannot help you at this time.
APPENDIX D

FIRST LETTER SENT TO THE PANEL OF EXPERTS
WITH THE VALIDATION INSTRUMENT
Dear Sir:

I am a graduate student at The Ohio State University engaged in a Ph.D. research study dealing with the role of television in national development. Professor I. Keith Tyler serves as my major advisor in this study.

As a media educator, you recognize, of course, the importance of research in this field. I am writing to ask your help by serving as a member of a small panel of experienced professionals to assist in validating a series of principles, derived from research reports and other authoritative writings, that may serve to guide future development efforts using television.

The validation instrument provides opportunity for rating each principle according to its apparent validity and according to its perceived importance.

Your expert judgment will be invaluable in the construction of a model for television use in developing nations. I hope you will find it possible to assist in this important enterprise. Please complete the list attached and return it with the enclosed postage-paid envelope.

I shall be most appreciative of your help and I thank you in advance for your cooperation.

Sincerely yours,

Hussein Yousry Amin
APPENDIX E

REMINDER SENT TO EXPERTS WITH THE VALIDATION INSTRUMENT
Dear Researcher:

Recently I sent a card to you requesting your cooperation in validating a set of principles for using television in national development. You kindly agreed to complete the validation instrument which was then sent to you during the second week of April.

Not having received the instrument from you by the second week of May, I sent you a card, reminding you that I had not received the form, and urging you to return it promptly.

I have still not received your completed instrument. I know you are extremely busy and that this probably comes at a bad time. However, the study relies heavily upon the reasonable judgments of selected experts, of which you are one.

In case you have mislaid the form, another copy is enclosed for your convenience. I appreciate your kindness in cooperating in this important study.

Sincerely yours,

Hussein Yousry Amin
APPENDIX F

COVER LETTER SENT TO THE EXPERTS WITH THE VALIDATION INSTRUMENT
An Egypt-Based Model for the Use of Television in National Development

A Ph.D. Dissertation by Hussein Yousry Amin

Mass media and national development is an important issue in emerging nations presently. Despite the importance of the subject, there has been no comprehensive study of the role of television in promoting national development.

The purpose of this study is to identify and validate basic principles for the use of television in national development.

These principles will be derived from citing research and authoritative writings in the field of mass media and development as well as other reports and articles dealing with the subject.

These principles will be validated by a group of experts in the field. This group will be carefully selected with regard to their research experience and literature in the field as well as their academic positions.

The principles will be mailed to the experts and calling basically for two judgments to each principle—1) the relative validity, and 2) the relative importance. Additional comments are invited.

The principles are arranged in simple scaled form and by using the lucrative scale will enable the experts to rank each principle according to the validity and the importance.

From these principles, a generalized model will be assembled as a general guide for the use of television in national development in the underdeveloped countries.

The model will be applied exclusively to Egypt with respect to the problem of fit.

The study is to describe and appraise the theory and practice of television use in national development and should provide better understanding and greater prospective to developing nations for a better use of their new medium.

Also it should be distinctively helpful to Egypt in its struggle for development.
APPENDIX G

VALIDATION INSTRUMENT
Driving Principles for Television Use in National Development

Directions: These are the basic principles for television use in developing nations as identified from citing research and authoritative writings.

Please circle the appropriate number in each column regarding the validity and the relative importance of each principle.

Column A--Relative validity.
Column B--Relative importance.

Explanation of number code in columns A and B:

Column A--Validity
1 - Strongly disagree
2 - Disagree
3 - Agree
4 - Strongly agree
5 - Don't know

Column B--Importance
1 - No importance
2 - Little importance
3 - Moderate importance
4 - Great importance
5 - Don't know

1
A) Validity

1. In designing any campaign, committing sufficient funds to cover the entire campaign should take first priority.

Comments: __________________________________________

2. Before initiating any campaign, cost efficiency should be highly considered as it affects the choices of media and manpower.

Comments: __________________________________________

3. There should be a policy of raising funds and investing the revenue from both advertising and programs in order to assist financing the campaign.

Comments: __________________________________________

4. In any campaign, using television, setting priorities, objectives, and goals must be defined.

Comments: __________________________________________

5. To guarantee successful campaigns, strong support and endorsement from the top level of the administration is a necessity.

Comments: __________________________________________

6. Careful planning to organize and arrange group situations is helpful for interaction between the audience.

Comments: __________________________________________

B) Importance

1. 2 3 4 5

2. 1 2 3 4 5

3. 1 2 3 4 5

4. 1 2 3 4 5

5. 1 2 3 4 5

6. 1 2 3 4 5
A) Validity

<table>
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<th></th>
<th>1</th>
<th>2</th>
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<td>7.</td>
<td>To achieve maximum success, supporting television campaigns with other media is essential.</td>
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<td>8.</td>
<td>Campaigns to modernize some part of a society will almost invariably make use of face-to-face communications as well as the media.</td>
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<td>9.</td>
<td>In the planning, the use of television in development in any underdeveloped countries should involve the participation of the people who will be most likely to be affected by these decisions.</td>
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<td>10.</td>
<td>In planning a campaign, a considerable amount of time should be given to such campaigns to determine its success or failure.</td>
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<td>11.</td>
<td>Coordination between agencies involved in the campaign is essential for success.</td>
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<td>12.</td>
<td>The organization of cooperative rural groups is an essential element in successfully helping the rural audience in participating in the campaign.</td>
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B) Importance

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A) Validity

13. The political power structure should permit the medium to perform in the public interest; it should impose restrictions upon it or intervene with its messages.

Comments: ______________________

14. Organizing the audience for reception and follow-up action is needed to gain maximum development.

Comments: ______________________

15. Overcoming the bureaucratic constraints is needed in order to avoid inefficiency and failure of development projects.

Comments: ______________________

16. Serious political commitment from the government to improve conditions and develop rural and suburban communities is required.

Comments: ______________________

17. There should be an integrated approach covering several areas of need in development such as health education, agriculture development, and literacy learning.

Comments: ______________________

18. Before mounting any campaign, conducting research to identify audience characteristics is essential.

Comments: ______________________

B) Importance

1 2 3 4 5

1 2 3 4 5
A) Validity

1. Prior to any campaign, research should be conducted to measure the availability, access, and exposure of the medium.

Comments:_________________________________________________________________

2. Content analysis research should be carried out periodically to examine the medium content or modify programs to achieve maximum success.

Comments:_________________________________________________________________

3. Evaluating results from previous campaigns should be considered in order to improve subsequent ones.

Comments:_________________________________________________________________

4. Feedback from the audience is crucial in order to make the campaign as effective as possible.

Comments:_________________________________________________________________

5. Before starting any campaign, a pilot study should be introduced to identify obstacles and barriers in the specific area and community.

Comments:_________________________________________________________________

6. Media planners should provide for substantial investment in media personnel.

Comments:_________________________________________________________________
A) Validity

25. Training suitable and qualified manpower is essential before launching any television system.
   Comments: ____________________________

26. Television plan cannot act alone; it should be accompanied by qualified personnel and agents to link and reinforce the strategy values.
   Comments: ____________________________

27. Establish some kind of relationship with media people so that the audience can relate and identify with it.
   Comments: ____________________________

28. Basic to any adequate use of the broadcast media, regardless of the system which prevails, is the need to establish a profession with professional standards, attitudes, and safeguards against violations.
   Comments: ____________________________

29. Raising the level of participation in projects directed toward a certain audience is required in order to assure progress.
   Comments: ____________________________

30. Using the same colloquial, dialectal, and idiomatic of the audience is important to insure delivering the intended messages.
   Comments: ____________________________

B) Importance

   1  2  3  4  5

   1  2  3  4  5

   1  2  3  4  5

   1  2  3  4  5

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<td>31.</td>
<td>Using a combination of television campaign and interpersonal communication is likely to be more helpful than the medium alone.</td>
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<td>32.</td>
<td>The goals and objectives of any campaign should be founded on adequate local knowledge of local culture, local tradition, local customs, and local problems.</td>
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<td>33.</td>
<td>Local media centers staffed with local researchers or community investigators is necessary to evaluate and develop program strategy.</td>
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<td>34.</td>
<td>Plans for television use should be grounded on understood perceptions of local habits and lifestyles.</td>
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<td>35.</td>
<td>Local personnel should be involved in planning, installing, maintaining, directing, and producing local media.</td>
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<td>36.</td>
<td>Local influential people should participate in delivering the intended messages throughout the entire campaign.</td>
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A) Validity

37. In designing any program, using the common language of the target audience is important.

Comments:________________________________________

38. Messages provided by the program must be effective in causing the target audience to modify attitude or behavior in the way desired.

Comments:________________________________________

39. Program objectives must match with programming goals and campaign strategy.

Comments:________________________________________

40. Messages through any given program should not include elements that will create audience opposition.

Comments:________________________________________

41. Subject matter discussed on broadcast programs should be significant for public need, interest, convenience, and necessity.

Comments:________________________________________

42. The program must be broadcast at an hour when substantial numbers of the target audience are included in the available audience.

Comments:________________________________________
A) Validity

43. The program must offer strong appeal both for needed types of audience and for those types of audience most likely to act as program selectors at the time which the program is broadcast.

Comments:

44. The program must attract and hold at least in reasonable degree the attention of the needed audience in the program audience.

Comments:

45. To insure maximum attention, the program should be presented at a time and in a way in which distracting influences are at a minimum.

Comments:

46. Messages must harmonize with the general purpose of the program.

Comments:

47. The program must have affective structure, making it easy for audience reception.

Comments:

48. Messages should include some element or characteristic which make them easy for the listener to remember.

Comments:

B) Importance

1 2 3 4 5
A) Validity

49. Messages sent through different kinds of programs should be consistent.

Comments: ____________________________________________

50. Program broadcasts should give the audience reasons for accepting messages presented.

Comments: ____________________________________________

51. Expansion of television coverage to reach rural areas is as important as covering suburban communities and urban centers.

Comments: ____________________________________________

52. Creation of viewing centers provided with power and needed receivers is a prerequisite before launching campaigns.

Comments: ____________________________________________

53. Maintenance to technical equipment of both receivers and power generators should be available in suburban and rural areas.

Comments: ____________________________________________

54. Reliable technical quality of both content and equipment is required when using television in campaigns.

Comments: ____________________________________________

B) Importance

1 2 3 4 5

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