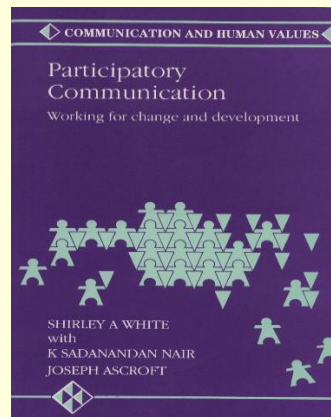
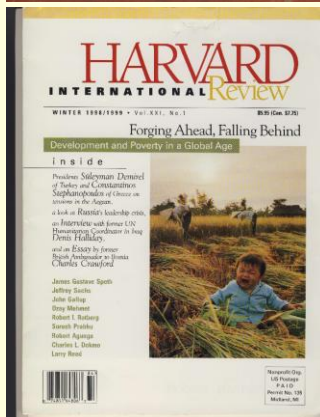
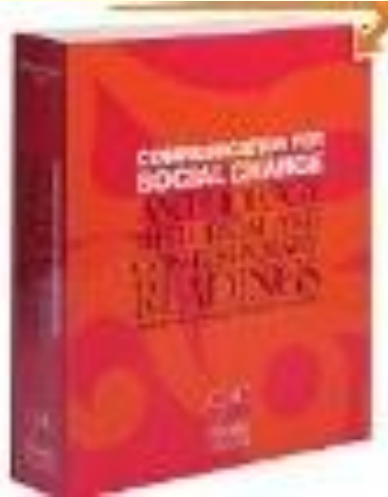
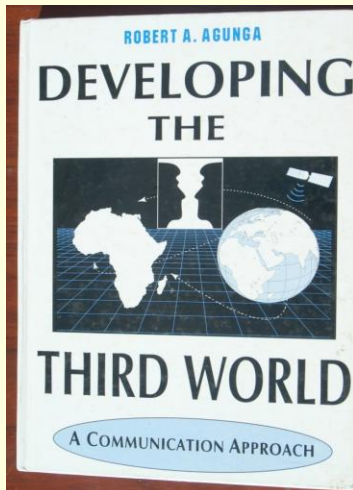


Agunga's publications





Communication 101

IX

- Your first quiz in communication



Communication and Extension

- Daniel Lerner (1960):
- Wilbur Schramm (1964):
- Everett M. Rogers (1962):
- Extension/Infantry
- Information specialists air cover



Dominant paradigms criticized

- Economic paradigm: New meaning; Trickle down, widening gap, equity
- Communication paradigm: Opinion leadership; demonstration effect; bias towards large-scale farmers
- Who does extension serve?
- Top-down vs. bottom-up
- Power, empowerment, countervailing force



Towards a New Extension Model

- Rogers' SMCRE (1971)
- Dyadic vs. Triadic Models
- Source **intentionality; purposiveness**
Facilitation: Non-purposive role
- Beneficiaries, benefactors and interpreters/facilitators
- Extension for development facilitation
- Rethinking extension's location



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The Development Picture



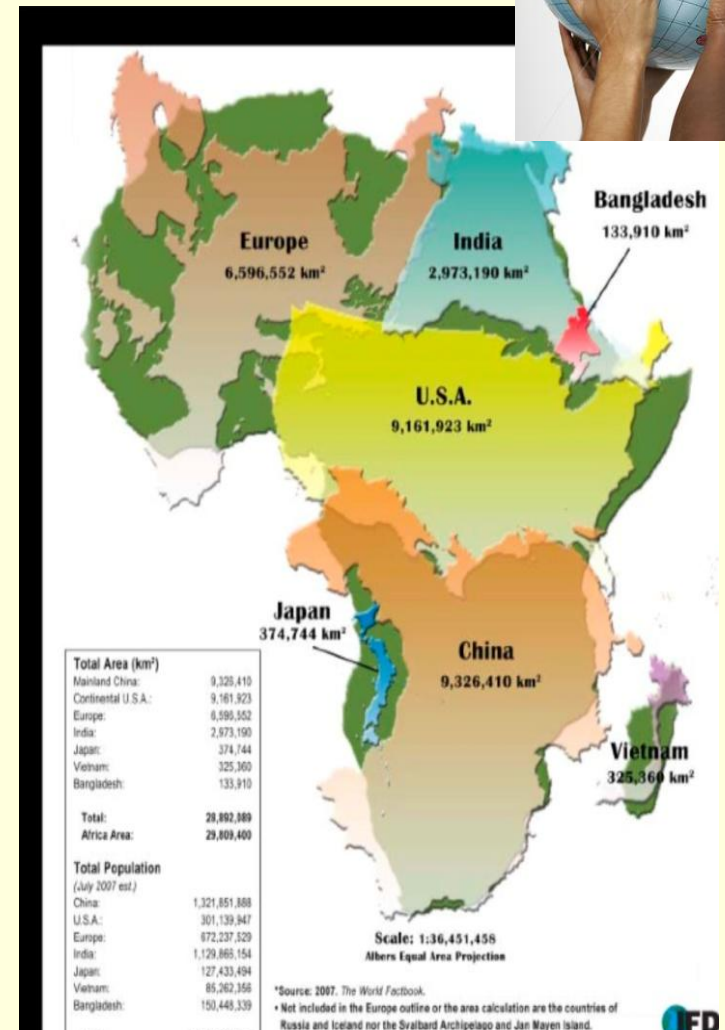
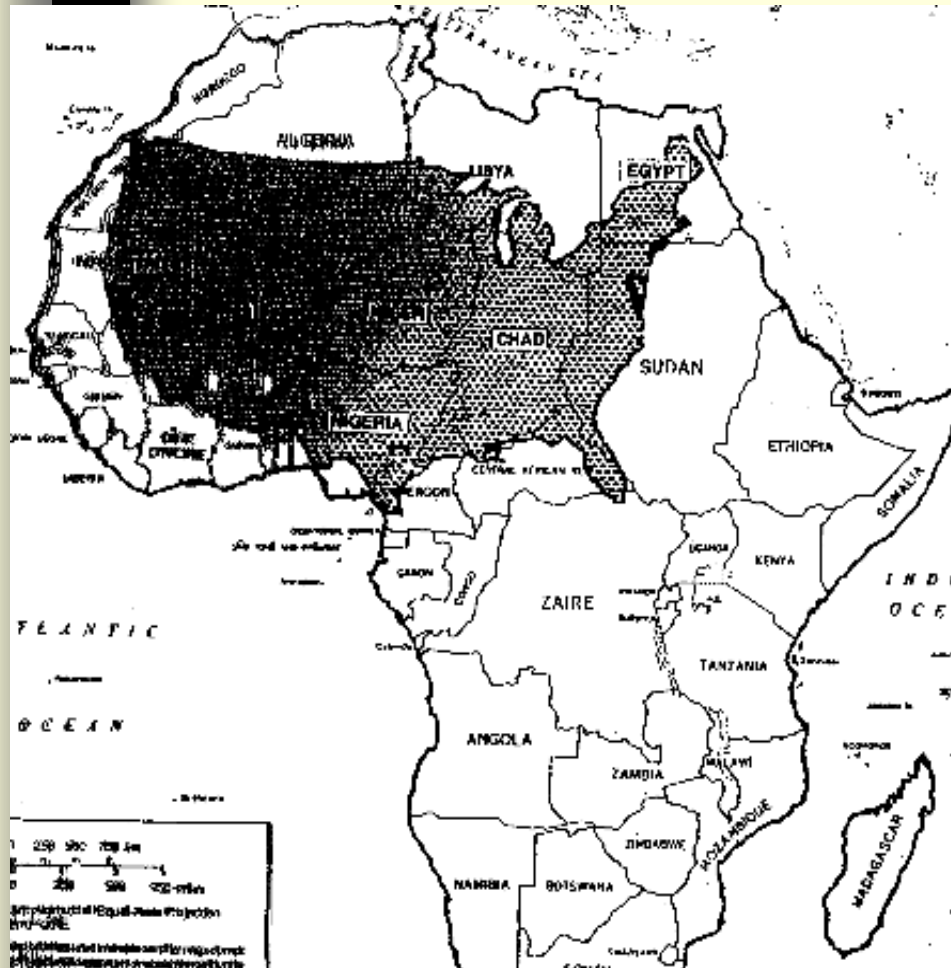


What is development?

The true measure of the success of a program of international and technical collaboration is not its accomplishments during the period it is in force but rather in what happens after foreign aid has been withdrawn.

George Barrar, 1967: On building sustainable institutions

Development Challenges





Blame Assignment Syndrome

- Dambiso Moyo (2008): ***Dead aid***: African leaders:
Weak, inefficient, corrupt, take away aid
- Jerry Rawlings on African scholars:
Vindictive; unforgiving, zero tolerance for inefficiency, aligned with foreigners, northern-like southerners.
- Brian May (1980): on TAs: Expensive, unsustainable; perpetuating dead-end projects; rejects local counterparts
- John Isbister (1994): *Promises Not Kept: Poverty and the Betrayal of Third World Development*.
- Blame acts of God, etc.



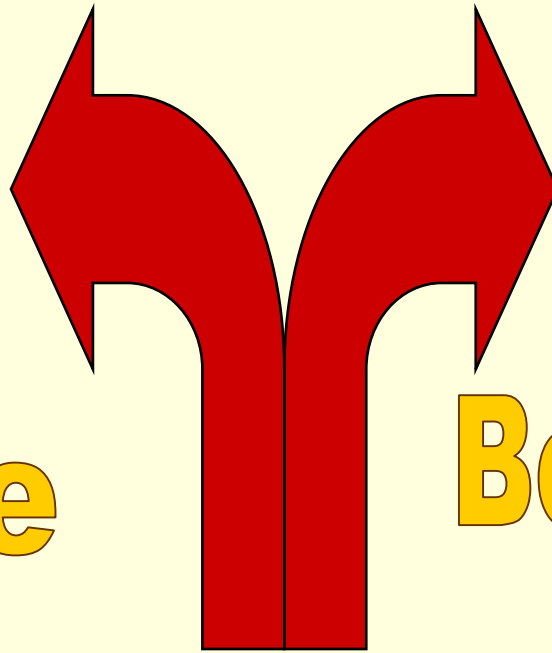
Commission or Omission?

Development experts have to be accountable:

- Agunga (1989): Development by rules: An ethical reflection
- What happens when the referee is also owner of one of the teams?
- Development: Independent, dependent or interdependent?
- The Paris Declaration on Aid effectiveness (2005)
- The Accra Agenda for Action (2008)
- What is holding us back? Acts of omission

Enter C4D

Two choices in life



Define

Strategic, proactive

Be Defined

Tactical, reactive

World Bank & FAO (2007)



“The Congress focused on demonstrating that Communication for Development is an essential tool for meeting today’s most pressing development challenges and that it should be more fully integrated into development policy and practices.”



Why Communication?

Many of today's most pressing organizational and management challenges—leadership, empowerment, shaping organizational culture, building effective teams, and managing change—hinge on communication and can best be understood and met in terms of communication and communicating.

Steven Axley (1996): *The Communication-Intensive Organization*, Quorum Books.



C4D: What it is; what it can do

- Academy and professionalism
- Addressing communication concerns:
 - Participation: Empowerment
 - Integration: Facilitation, Coordination
 - Advocacy: Reaching out; Ph. D.
 - Capacity building; curriculum reform
 - Planning, implementation, assessment
 - Learning by doing; Action research



James Kouzes & Barry Posner (2003): *The leadership challenge*

- Model the way: Show commitment
- Inspire a shared vision, enlist followers
- Challenge the process; Change and innovation; don't accept the status quo
- Enable others to act. A "We-ness" app.
- Reward hard work

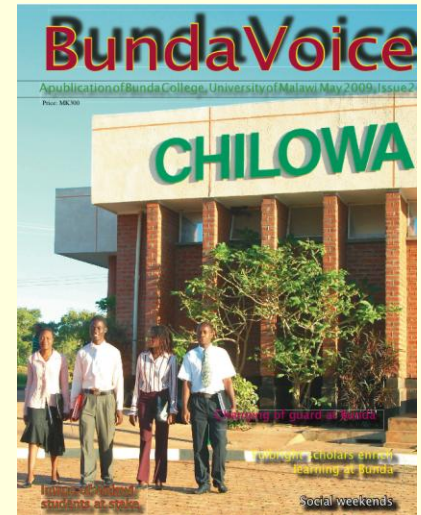
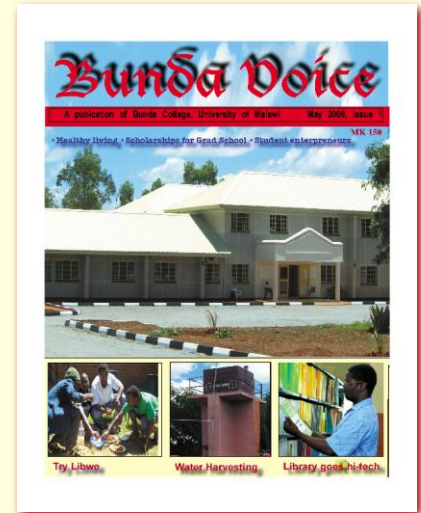


A system's approach to IRDP

- NASA's experience & IRDPs/PRSPs
- System: components, relationships, functions, boundaries/environments
- System interaction: Cybernetics
- Goal harmony and conflict
- Hierarchical ordering of systems
- Systems, purposiveness & Comm.
- Comm: Towards a triadic model

It can be done:

- The Ghana experience
- The SADCC experience
- Malawi experience
- Making others look good
- It's about our common mission
- *ExtensionAfrica* movement: Join it; it is a New Day in African development.





Key references:

- Tibor Mende (1973), *From Aid to Re-Colonization: Lessons from Failure*
- William and Elizabeth Paddock (1973), *We don't know how: an independent audit of what they call success in foreign assistance*
- Robert Chambers (1983): Rural development: Putting the last first
- Paul Collier (2008), *The bottom billion: Why the Poorest Countries are Failing and What Can Be Done About It*
- William Easterly (2006), *The White Man's Burden: Why the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good.*
- President Obama: “Africans have to do their part.”