Contribution of Wilbur Schramm

As nations move from the patterns of traditional society towards the pattern of modern industrial society spectular developments take place in their communication from one point of view, developments in communication are brought about by economic social and political evolution which is part of national growth from another viewpoint however they are among the chief makers and movers of that evolution

India was the 1st to set a An example in 1947 Soon afterward colonies and semi colonies in Asia Africa the Middle East and Latin America begin to free themselves from bondage of their European masters For a while the task of developing these new lands was considered to be primarily one Of Economics one's political independence was won Since then the idea that communication plays an key role in national development has gained general Acceptance A view that is largely Attributable to the work of a man we are honoring in this

Wilbur Schramm was one of the 1st to recognize that communication Could they play an important role in the national development of 3rd world countries please he believed that the mass media could better the lives of people by supplementing the information resources of local schools multiplying the contacts of development agencies field workers and encouraging people to expose themselves and their children to learning Opportunities

Schramm conceptualization of the interaction between mass communication and development become the heart of many national development programs development and communication were brought about by the economic policy no make poll social and political evolution and vice versa Shrimp's conceptualization of the interaction between mass communication and development become the heart of many national development programs development and communication were brought about by the economic policy no make poll social and political evolution and vice versa

Schramm was occupied with the practical problem of using mass communication to promote economic growth and social development in 3rd world countries He conceptualized A relationship between communication development and economic growth which has been the main guiding paradigm for development programs

Sharon suggested

As economic activity spreads throughout the system the act of balancing and sharing the stream becomes more delicate it requires quicker response from further away in quicker orders to more S tattered centers Component must be in touch knowledge must be gathered more broadly and shared more widely information must be transferred more swiftly than The developing nation must be prepared to support an enormous increase in day-to-day communication within the system

Shrimp appreciated the difficulties involved involving a system in the 3rd world nation where economic growth and communication development could complete each other without the material support of equipment and supplies without the managerial support of qualified personnel And without the financial support of advertising incomes And a sizeble Literate leadership such communication development could would be impossible In this sense economic development education urbanization and communication development all were closely intermined

Schramm Believed that planning for effective communication should consist of planning in the social psychological content of the messages to be communicated He advocated the use of little media or big media or a combination of both depending on the development task required the audience to be reached and the resources available Schramm Believed that participative group processes were look processes were fundamental to any form of development or growth activity

Schramm Stressed political development As an integral aspect of national development Economic development involves decision making schramm Argued and by involving more people more voices people more voices could be heard and more concerns addressed The needling question was whether communication development meant per sufficiently contributed to increase democratic control of a nation to allow a broader decision making base