

Economic and social development through information and communication technology ICT

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ABSTRACT

Every citizen of traditional society, faced with basic decisions on values and customs, would rather talk them over than be harangued about them. The country has reason to be concerned over its legislative and institutional arrangement for an expanding mass communication system. There is neither plan nor mechanism for integrating and balancing its communication development; balancing the development of one medium against that of the others; integrating mass media channels into the interpersonal channels of decision making, teaching, and local government; integrating the “new educational media” into education. UNESCO has estimated the cost of expanding mass communication facilities in the developing countries during the next 20 years at \$3-4 billions. Of this total, \$6. Billion is the estimated cost of services in support of education. The rate of expansion assumed for the media is the same as that estimated for general economic growth. The willingness of countries faced by foreign exchange shortages to ration newsprint or impose severe excise taxes, tariffs, and quotas on radio and TV sets, and even to exclude TV entirely for fiscal reasons attests to the fact that few non – communist countries have assigned to the development of the mass media the same significance they have to steel mills, roads, railroads, and dams mass communication itself, it is not easy to opt for the more necessary rather than the more prestigious and spectacular investment (radio rather than television, Schoolbooks rather than international short wave and so forth

Key words : Information and communication technology, Economic and social development

They are concerned with feedback of two kinds. One of these is the kind of feedback they themselves can bring about through their programs. In many countries, this has been accomplished with great effect, by building “localness” into the Communication. 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 TV 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 towns 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 of 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.

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decisions on values and customs, would rather talk them over than be harangued about them. This is my two – way communication through ICT programs helps encourage development decisions.

Development of ICT:

Describe almost any country in the early stage of economic and social development, and you will say these things about it’s:

Old and new communication systems are functioning side by side. Just as there are two social systems - the modernizing cities and the traditional villages – and two economic systems – industrialization and money exchange in the cities, subsistence agriculture and barter in the villages – so also there are two communication systems. In the cities, newspapers and transistor radios are in common use, there are many cinemas, and there may be television. In the villages, communication is chiefly oral and personal, as it has been for ages. The new system is reaching into the villages, but slowly.

There is a shortage of newsprint with which to expand the cover age of newspapers; and a shortage of other paper, which might be used to make books and magazines more widely available to new literates. There is a shortage of radio receivers, with which information might leap the literacy barrier and bring modern life to the villages. There is a shortage of printing, abroad casting,

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