



Linear Models: Rostow's Demographic

- Unilinear means following a single, **consistent path of development or progression**.
- It assumes that economic growth can only be achieved by industrialization. **Growth can be restricted by local institutions and social attitudes, especially if these aspects influence the savings rate and investments.**
- **According to the Linear stages of growth model**, a correctly designed massive injection of capital coupled with intervention by the public sector would ultimately lead to industrialization and economic development of a developing nation.

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Rostow's Model of Development

- **Modernization is considered as a process of diffusion** whereby individuals move from a traditional way of life to a different, more technically developed and more rapidly changing way of life.
- And this growth was **step by step** as explained by Rostow in his five stage model of development.

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Rostow's Model Cont..

STAGES OF MODEL

STAGE I - TRADITIONAL SOCIETY
Subsistence, barter, agriculture

STAGE II - TRANSITIONAL SOCIETY
Specialization, surpluses, infrastructure

STAGE III - TAKE OFF
Industrialization, growing investment, regional growth, political change

STAGE IV - DRIVE TO MATURITY
Diversification, innovation, less reliance on imports, investment

STAGE V - HIGH MASS CONSUMPTION
Consumer oriented, durable goods flourish, service sector becomes dominant

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First stage: Traditional society stage

- The first stage is known as the **Traditional Society which is associated with the country**
- Majority of the people are engaged in **subsistence agriculture** and more investments are channelled in services or activities such as military and religion.

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Second stage: pre-conditions for take-off

- Traditional Society has to be converted into a **society which is modern and industrial**.
- Advancement in **modern science and technology** and their application to the farm and industrial sectors are very essential for the attainment of development.
- When people get the information that **economic progress will bring in good life**, they will approach the sources for such help.
- Development in transport and communication sectors will lead to better infrastructure.
- These are the pre-conditions for take-off.

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Third stage: Take off

- The third stage is called the **take off stage** or the **stage of development**.
- Economic growth becomes a **normal activity** and modern institutions expand.
- **New industries**, cities come up and **enormous profits** flow facilitating re- investment.
- Labour will become more and more skill oriented and finally, **the farm sector will achieve phenomenal growth as a result of the development in other sectors**.

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Fourth stage: Drive to maturity

- This stage is concerned with the **extension of modern technology over other sectors of the economy or society.**
- Drive to maturity stage refers to the period when a country has affectively applied the range of modern technology to the bulk of its resources.
- In this stage growth becomes self sustaining in the sense that wealth generation activities enables further investment in value adding industry and development.

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Fifth stage: High mass consumption

- This stage is concerned with the **high output levels, mass consumption of consumer durables** and increase in employment in the service sectors.
- It is characterized by an increase in **per capita income, changes in the structure of the working force** including those working in the offices or factories

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Criticism

- The model assumes that development can be achieved through **a basic sequence of stages which are the same for all countries**, a doubtful assumption;
- The model **measures development solely by means of the increase of GDP per capita**;
- The model focuses on characteristics of development, but **does not identify the causal factors which lead development to occur.**
- As such, it neglects the social structures that have to be present to foster development

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Structuralism

- Structuralism is a **development theory** which focuses on structural aspects which impede the economic growth of developing countries.
- This **structural transformation of the developing country** is pursued in order to create an economy which in the end enjoys self-sustaining growth.
- This can only be reached by ending the reliance of the underdeveloped country on exports of **primary goods (agricultural and mining products)**, and pursuing **inward-oriented development** by shielding the domestic economy from that of the developed economies

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Structuralism

- The structuralist **paradigm suggests that underdevelopment is a consequence of the internal as well as the international structure** (system of production).
- Internally, the less developed countries are totally dependent on the production and export of primary products (raw materials, like oil, sugar, tea, rubber, iron and other minerals etc.).
- On the international front, the developed countries (capitalist West) produce and export "manufactured" goods.

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Structuralism

- The **low level of technology and industrialization**, the low elasticity of demand and adverse terms of trade (the West protecting its manufactured goods through trade tariffs, and **buying the primary products of the less developed countries at low prices**,
- Therefore, this theory suggest that if the **less developed countries want development, they are required to change the structure (system) of production increasingly in favour of manufactured goods** through capital based technology and industrialization. Once the 'underdeveloped' countries do this, they too can developed like the West.


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Structuralism

- Structuralists argue that the only way **Third World countries can develop is through action by the state.**
- Third world countries have **to push industrialization and have to reduce their dependency** on trade with the First World, and trade among themselves.
- The roots of structuralism lie in **South America, and particularly Chile.**

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Lesson 2: Non Linear – Basic Need Theory

- Basic need approach is contrary of modernisation theory, dependency theory and world-system theory. **It shifts the focus away from prude economics.**
- The concept emerged in 1970s, to address the **basic requirements of individual to maintain a decent quality of life.**
- It aimed to **eliminate some of the worst aspect of poverty rather measuring development** through GDP or per capita income.
- “The idea was to go beyond mere **capital investment towards investment into human resources in the form of equitable distribution of wealth and income, social justice and improvement of facilities for education, health, social security**

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Main objectives

- **Provide adequate food and clean drinking water**
- **Provide decent shelter**
- **Provide education;**
- **Provide security of livelihood**
- **Provide adequate transport;**
- **Help people participate in decision making**
- **Uphold a person's dignity and self-respect**

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Non –Linear: Neo -Marxism

- **Neo-Marxists believe** the economic system creates a wealthy class of owners and a poor class of workers.
- They also **believe** that certain social institutions such as churches, prisons and schools have been created to maintain the division between the powerful and the powerless.

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Non –Linear: Neo -Marxism

- The world is divided into rich and poor, into developed and developing, capitalist and non-capitalist.
- Foreign policies of states are determined by group interests of the exploiters and exploited.
- The exploiting countries want to keep the status quo and continue to exploit.
- Developed countries are not interested in advanced development of developing ones.
- Developing countries want to break this status quo and want to get rid of unfair terms of relations.

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Non-Linear: World System Theory

- World-system" refers to the inter-regional and transnational division of labor, which divides the world into core countries, semi-periphery countries, and the periphery countries.
- The **world systems theory**, developed by sociologist Immanuel Wallerstein, is an approach to world history and social change that suggests there is a world economic system in which some countries benefit while others are exploited.
- Just like we cannot understand an individual's behavior without reference to their surroundings, experiences, and culture, a nation's economic system cannot be understood without reference to the world system of which they are a part.

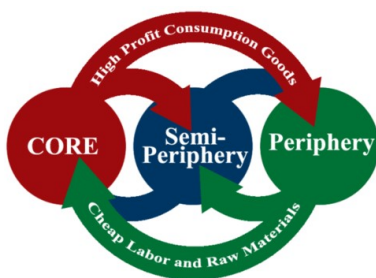
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Non-Linear: World System Theory Cont..

- The world systems theory is established on a three-level hierarchy consisting of **core, periphery, and semi-periphery areas**.
- The **core countries** dominate and exploit the peripheral countries for labor and raw materials.
- The **peripheral countries** are dependent on core countries for capital.
- The **semi-peripheral** countries share characteristics of both core and peripheral countries.
- **This theory emphasizes the social structure of global inequality**

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Non-Linear: World System Theory Cont..



Wallerstein's World System Theory Model

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Core Countries

- **Core countries** are dominant capitalist countries that exploit peripheral countries for labor and raw materials. They are strong in military power and not dependent on any one state or country. They serve the interests of the economically powerful.
- **They are focused on higher skill and capital-intensive production.** Core countries are powerful, and this power allows them to pay lower prices for raw goods and exploit cheap labor.
- The first core region was located in northwestern Europe and made up of England, France, and Holland. Today, the United States is an example of a core country. The U.S. has large amounts of capital, and its labor forces are relatively well paid.

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Semi-peripheral states

- Semi-peripheral states are those that are midway between the core and periphery. Thus, they have to keep themselves from falling into the category of peripheral states and at the same time, they strive to join the category of core states.
- **They tend to be countries moving towards industrialization and more diversified economies.** These regions often have relatively developed and diversified economies but are not dominant in international trade.
- In the 21st century, states like Brazil, Russia, India, Israel, China, South Korea and South Africa are usually considered semi peripheral.

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Peripheral states

- Are the least economically diversified
- Have relatively weak governments
- **Have relatively weak institutions, with tax bases too small to support infrastructural development**
- Tend to depend on one type of economic activity, often by extracting and exporting raw materials to core states
- Tend to be the least industrialized
- **Are often targets for investments from multinational (or transnational corporations) from core states that come into the country** to exploit cheap unskilled labor in order to export back to core states such as in Latin America.

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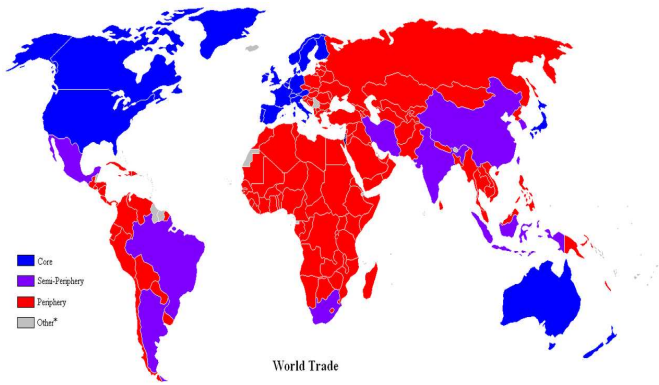
Peripheral States

Three-Tiered Structure

Core developed countries	Semi-periphery developing countries	Periphery underdeveloped countries
<ul style="list-style-type: none"> • incorporate higher levels of education, higher salaries, and more technology • core processes generate more wealth in the world economy 	<ul style="list-style-type: none"> ➤ places where core and periphery processes are both occurring ➤ places that are exploited by the core but in turn exploit the periphery. 	<ul style="list-style-type: none"> ➤ incorporate lower levels of education, lower salaries and less technology ➤ peripheral processes generate less wealth in the world economy

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Peripheral States



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World-System Theory (WST)

World-System Theory: We need to study the entire global economy as a **world system**

- We can't understand the fate of a single country, without understanding how it fits into the overall system
- Countries aren't poor because of their own specific history or internal characteristics
- Rather, they are poor because of their position **relative to others** in the global capitalist system.

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World-System Theory (WST)

World-System theory tried to explain the failure of many countries to develop

- Claim: Underdeveloped/peripheral countries **are not** just like Europe, but at an earlier stage of development
 - They have a very different history: colonization
 - And, they must compete with highly developed countries
- Europe was undeveloped and became developed.
 - Europe became wealthy by maintaining economic & military dominance over other nations
 - Exploited nations will never "modernize" as long as they are oppressed by Western nations
- Latin America traded a lot with Europe... and remained underdeveloped
 - Whereas Japan avoided contact with Europe; did better...

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World-System Theory (WST)

- According to Wallerstein, the core states are able to maintain their supremacy through higher level of skill and greater capital reserve and control. The state plays an important role in maintaining the world system.
- Technology is a central factor in the positioning of a region in the core or the periphery.
- The political and economic elite and military rulers play an important role in the peripheral states in maintaining the world system.

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World-System Theory (WST)

- **Modernisation Theory** – Poor countries remain poor because of their traditional values
- **Dependency Theory** – Poor countries remain poor because of the legacy of colonialism and neocolonialism
- **World Systems Theory** – Poor countries remain poor because of trade rules established by the WTO which works on behalf of rich countries.

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World-System Theory (WST)

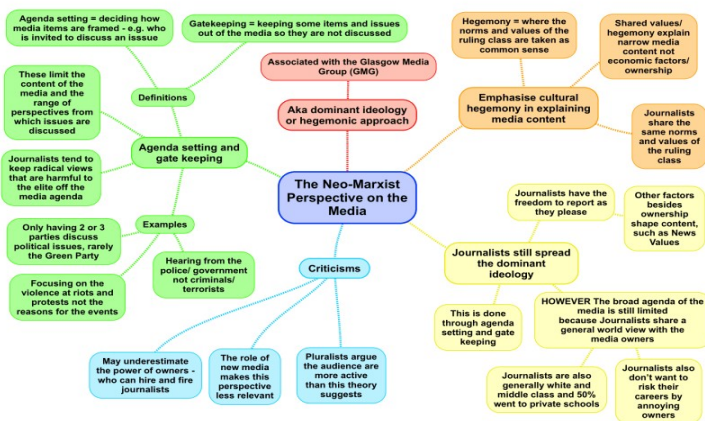
- (MT) Poor countries need to learn from the West, industrialise and progress through the five stages of growth
- (DT) Poor countries need to break free from Western Capitalism and isolate themselves through socialist models of development
- (WST) They position themselves as semi-periphery countries, manufacturing goods rather than exporting raw materials – e.g. The Philippines/India/ China.

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Neo-Marxists Theory

- Neo-Marxists generally criticise the monopolistic and oligarchical nature of capitalism rather than its competitive nature
- Neo-Marxists emphasise on the imperialistic and militaristic government to prevent the concentration of surplus capital in the hands of business
- According to Neo-Marxists, the reason why we have a limited media agenda is because of **cultural hegemony**, not because of direct control by wealthy media owners.

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Lesson 4: DOMINANT PARADIGM (Modernization)

- This perspective emerged from the concept of development to be **"Modernisation."**
- Evolved after the World War II, the central idea of this paradigm was to solve **development problems by "modernising" underdeveloped countries.**
- Till the second half of the **1960s modernization theory of development communication was the most dominant theory in United States** and even in other academia all over the world.

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DOMINANT PARADIGM (Modernization)

- This thought was part of the dominant culture or we can say the majority atleast believed this (**capitalism and embracing modernity**) to be answer to development issues.
- Development was equated with **economic growth**.
- The modernisation approach is to promote and support **capitalist economic development**.

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Major levels of dominant paradigm

- **Cultural level**
- **Technocratic level**
- **Political level**
- **Economic level**

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Criticism of Dominant Paradigm

- The modernization paradigm faced an onslaught of **criticism from various theoreticians from the third world countries**.
- The modernization theory was widely conceived as the **west's attempt to impose its own ideas on development** on the newly emerge economies of the post colonial world.
- It accuses the **dominant paradigm of being very Western-centric**, overlooking any alternative route to development.

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Criticism of Dominant Paradigm

- They attribute the **structural inequality on a global scale** as the reasons for the differentiation in development all over the world.
- It means that **some parts of the world remain underdeveloped** because some parts of the world are developed.
- In other words, it is **the economic growth attained by some countries** is the cause of poverty in various developing countries.

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Changing or Opposing Paradigm

- According to this, theorists believed the under development faced by **the emerging economies was not a result of pre capitalist backwardness** but it was a result of the capitalist development imposed upon these countries which made them dependent.
- According to theorists, **development and underdevelopment are the two faces of the same coin**, shaped by specific historical, economic, and political factors.

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Dependency Theory

- This alternate **thinking of development challenged the dominate pattern of modernisation** and argued for political and economic restructuring for an equal distribution in society.
- To address the imbalances in the world's state of affairs, dependency theory proposed developing countries to work on two levels.
- **National level they need to be economically self-reliant and less dependent on foreign imports.**
- Internationally, they should form alliances among themselves to create a stronger political presence.

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Dependency Theory Cont..

- It demanded a more balanced and equitable exchange of communication, information, and cultural programs, among rich and poor countries.
- During 1970s and 1980s various developing countries came together and advanced an international agenda demanding for a new international economic order and restructuring of power relations.
- They brought a debate to international organizations like UNESCO and successfully influenced it in bringing out path breaking reports like —Many Voices, One world in 1980

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Criticism of Dependency Theory

- But it was unable to deliver an appropriate method/s to address development challenges.
- Critics accused this model of becoming too economically focused and not considering social and cultural factors.
- And the focus of communication is not prominent in this paradigm.

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THE EMERGING PARADIGM (PARTICIPATION)

- This participatory model is less oriented towards political-economic dimension and more rooted in cultural realities of development focusing on peoples' participation.
- Slowly there was a shift from economic aspect towards social aspects.
- This development was considered positive for the long run.
- "Participation" is recognised as an important part of sustainable development strategies.
- The refusal of the above two paradigms, only put forth this new emerging paradigm, advocating for not just people's participation but also for empowerment

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Participatory Paradigm

- “Participatory” paradigm emphasised upon **two-way communication principles and practices**.
- Development communication has increasingly moved toward a “two-way” model, which favours peoples’ **active and direct interaction through consultation and dialogue with the help of traditional form** (one-way information dissemination) of mass media.

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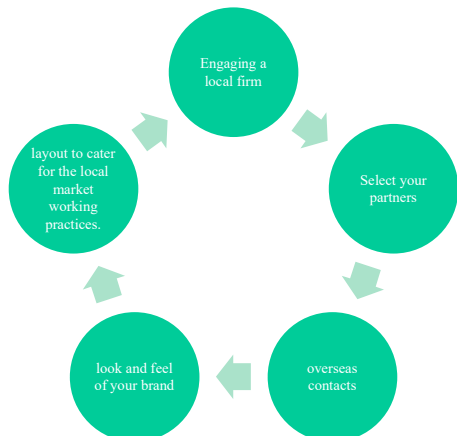
Think local/Act global - Think global/Act local

- **"Think globally, act locally"** urges people to consider the health of the entire planet and **to take action in their own communities and cities**
- Long before governments began **enforcing environmental laws, individuals were coming together to protect habitats and the organisms that live within them.**

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Think local/Act global - Think global/Act local



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