Rural Communication Working Group

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Title: Maestras y TIC en escuelas ruralizadas. Claves del acceso en una agricultura globalizada

Session Type: Individual submission

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Abstract: Resumen
¿Cuál es la integración de las ambivalentes Tecnologías de la Información y la Comunicación (TIC) por las maestras y los maestros de la escuela rural pública y primaria en un entorno sociocultural que intensifica el acceso del sistema, las instituciones y los actores educativos a la computadora, la telefonía móvil, las redes y otros dispositivos digitales?
En la Argentina -un país urbanizado temprana, amplia y desigualmente- la escuela rural y pública del nivel primario, una institución básica de la inclusión educativa, sería invisibilizada en el discurso social, político y académico. De este modo, si escasos estudios se conocen sobre la apenas visible escuela rural de Argentina, menos antecedentes abordan la cuestión de la incorporación de las TIC por el sistema, las instituciones y los actores de la educación ruralizada para la infancia. Desde una emergente perspectiva comprensiva del acceso a las TIC nuestro método comprende una triangulación intra-metodológica. Los diversos testimonios significativos de maestras rurales presentados pertenecen a dieciséis entrevistas semi-estructuradas individuales y colectivas complementadas con observaciones en terreno, ambas realizadas en un extenso e intermitente trabajo de campo con diecinueve docentes de dieciocho escuelas rurales primarias y públicas. Estas instituciones educativas corresponden a un departamento del sur de la provincia de Córdoba (Argentina) con un predominio histórico de una economía agropecuaria extensiva y mercantil así como una acotada capacidad actual de generación de trabajo directo.
Cuatro claves comprensivas específicas sostienen la tesis propuesta en este texto como conclusión general de la investigación: a) el atravesamiento de dicha escuela por el contexto rural como un modo específico de ruralización de la institución educativa dadas las continuidades y rupturas en las condiciones del trabajo y la vida en el campo de la pampa argentina; b) la compleja y dinámica situación socio-educativa de las escuelas rurales que establece una transición escolar en curso desde la posición en el sistema educativo, el plurigrado como modalidad pedagógica específica y la trama de relaciones comunitarias; c) la caracterización del docente de la escuela rural pampeano-cordobesa del siglo XXI como un actor socio-educativo híbrido, un mediador o intermediario entre los territorios urbanos y rurales; y d) las características más puntuales de la incorporación de las TIC por dichos docentes en las distintas dimensiones del trabajo escolar.

Palabras clave
Maestra, TIC, ruralidad, territorio, globalización.

Id: 20025

Title: Media, caste and land rights movements in India: A case of Malayalam language newspapers, 2003- 2008

Session Type: Individual submission

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Abstract: Societal contradictions make India distinctive rather than diversity and peaceful coexistence which more than often dominate the narrative. Indian society is distinctly stratified along the lines of caste, gender, class, ethnicity, language etc. to name a few. Specifically, caste based discrimination has been marked and inexorable. The caste system which has its origins in the Hindu Mythology is a system where castes are hierarchically organized on the basis of rules of ritual purity and pollution. This system of social division has functioned as an oppressive tool for centuries in the Indian society. Kerala, a southern Indian state is considered as one of the highest newspaper consuming states in the country as well as regarded as a classic model of politicization spreading to large sections of the population and creating a newspaper-reading culture. Amongst the regional media in India, Malayalam newspapers enjoy a unique position owing to their huge circulation and readership. This paper examines the response of Malayalam language press in the land struggles led by Dalit and Tribal groups in Kerala. The analysis is based on the Malayalam newspaper reports, articles and editorials on the Muthanga land struggles of 2003 and Chengara land struggle of 2007. Six major newspapers in Malayalam have been analysed, such as Deepika, Malayala Manorama, Mathrubhumi, Kerala Kaumudi, Deshabhimani and Madhyamam. The initial analysis of the media reportage shows that, on the whole, the strength of newspapers has historically contributed to the vitality of Kerala's political society. Yet, on key agendas, such as land struggles led by the landless Dalit and Tribal community, a section of newspapers played a complex, and sometimes uncooperative role. Landless caste minority groups' rightful fight for land can be considered a courageous act that entailed transgressing the social boundaries that were ascribed to the communities. The powerful fight had challenged the oppressive social structures at more than one levels and this act entailed challenging and opposing the oppressive structures working to maintain caste discrimination.

*Malayalam-Spoken language in Kerala

Id: 21191

Title: Internet Use Genres: A Lens for Analyzing Similar Patterns of Internet Adoption in Rural Canada, Chile, and Vietnam

Session Type: Individual submission

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Abstract: During the past decade, public policies across the world have focused on providing digital connectivity infrastructure in remote rural areas (Roberts et al., 2017). Despite the different socio-cultural landscapes, the comparative examination of data from studies conducted in rural communities in Canada, Chile, and Vietnam points to many similarities in the ways inhabitants appropriate digital communication technologies (Author 1, 2010; Authors 2, 2016; Author, 3, 2018). In this paper, we reflect on the factors behind these patterns and propose a theoretical concept that we believe can serve as a useful tool for their analysis: Internet use genres. This concept integrates ideas from the social construction of technology (SCOT) approach, critical theory of technology, and sociological phenomenology (Author 1, 2005). It calls for a focus on the situated rationality of the choices and decisions guiding Internet appropriation in particular local settings in contrast to the characteristic fixation of analysts on the dominant rationalities driving policy-makers and industry players.

Internet use genres relate rural users' practices to the systems of relevance that organize their lifeworld. These systems become the cognitive map helping rural inhabitants to make sense of the new technologies they encounter. Thus, the meaning-making process and the respective appropriation of the Internet is rooted in users' socio-biographical situations marked by conditions such as geographical remoteness, the degree of mobility, scope and intensity of social contacts, sources of livelihood, among others.

Revisiting the results of the three studies, we trace the emerging use genres to elements of the relevance systems and socio-biographical situations of individuals, and further to the geographical, socio-economic and cultural conditions of their communities and the larger national context. We propose a typology for classifying these rural use genres along the axes of innovation vs. conservation; expansive potential (Miller and Slater, 2000) vs. protectionism; top-down modernization rationality vs. situated capability building. Because use genres arise and are shaped by local situations, we argue, they can produce unforeseen effects. Being able to identify, classify, and anticipate the evolution of these genres into widely shared normatively sanctioned practices gives researchers and policy-makers a nuanced understanding of adoption processes in rural communities.

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Id: 21200

Title: Rural Women's Technological Experiences in Turkey

Session Type: Individual submission

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Abstract: Dissemination of technologies into rural settings could affect gender division roles and activate women presence in decision making processes. Digital technologies' potential in rural areas could have beneficial consequences on economic and social sustainability. Usually women agricultural and domestic labor are invisible in rural settlements. Commonly, gender inequity and the intensifying conditions vary across countries or regions. Although the use of technologies of urban women in Turkey has received extensive attention in literature, a research gap exists about interaction of rural women with technologies. This research aims to shed light on the situation of rural women in Turkey by examining their experience with technologies.

Women's media and technological consumption is examined with a gender dimension through field work. Apparently, rural women are still disadvantageous in technology access and ownership compared to other social groups in Turkey. Owing to transformation that mechanization brings on rural life, womanhood perceptions are examined respectively by the integration of white goods, television, computer, the internet and mobile phone. Women's status in rural life are structured by the impact of patriarchal barriers which are variables according to geographic and cultural factors. Rural women experience life mostly through television due to their low literacy rate and limited mobilization. Especially television fill their leisure times and their heavy exposure shape their perception of their environment. As Gerbner mentioned in 'Mean World syndrome' which argues that television cultivates women's social relations, decision making processes and mobilization in different ways.

The paper aims to examine the opportunities and limitations that rural women may encounter by their interaction with technology. Besides the level of technological access, the offline patriarchal oppression over women has been transferred to their new media environment. Most of the women use rarely the marketing potential of social media platforms in order to raise their sales. Their presence in social media, their profile and their interaction are mostly designed by their 'offline' environment. Therefore, women's social media accounts become new spaces for rural panopticon.

This research is a part of the project named as "The socio-economic and cultural transformation of rural space: Modernizing and disappearing traditional spaces and meaning" (114K145) which is funded by The Scientific and Technological Research Council of Turkey (TUBİTAK 1001) and aims to reveal the transformation of rural on economical, sociological and gender dimensions by using both qualitative and quantitative methods. Both qualitative (focus groups conducted with women and men in 30 villages) and quantitative (1222 face-to-face interviews conducted with rural households) methods are used in this project. Mostly we rely on quantitative datas in order to understand women's use of technologies and the opportunities and threats that they encounter.

Keywords: Rural, technology, women

Id: 21306

Title: Assessing the Potential for a Digital Farmer Field School supporting local innovation in the Coffee Value Chain in Enrekang District, South Sulawesi, Indonesia

Session Type: Individual submission

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Abstract: To improve the quality and production of its specialty "Arabika Kalosi Enrekang" coffee, the local government of Enrekang district, South Sulawesi, Indonesia, invited a team of researchers to explore innovative approaches to engage farmers in local innovation. The team had prior experience with the collaborative design and development of the Digital Farmer Field School (DFFS) model in Sierra Leone and Mongolia, and was interested to assess the suitability of this model in the Indonesian coffee value chain context. The assessment involved a collaborative exploration into the state of knowledge, ability and interest of farmers in coffee farming, the challenges faced in daily life by farmers and their families, and the capabilities of the agriculture extension system in the district to help develop and facilitate a DFFS design and development initiative.

The study involved an exploratory tour through the district to get a general overview of agricultural management and farming practices, followed by two focus group discussions with farmer groups at two coffee producing villages. In addition, two key informants of the District Department of Agriculture were interviewed to provide insights into local government policy and priorities related to agricultural development in the district. Finally, extension officers of the district participated in a workshop that introduced the DFFS model and invited the participants to contextualise the model, assess its applicability, and provide ideas to tailor it for the coffee value chain in Enrekang district.

The Enrekang coffee commodity chain faces its own complex set of problems, including various constraints on production, processing and marketing. Coffee in Enrekang district is mostly produced by smallholders who cultivate less than one hectare of land per household, and achieve a production capacity of only one-third of the crop's potential under prevailing conditions. Many coffee farmers

have shifted to other crops due to the low market price they received in recent years. Smallholder farm families face a range of social, economic and environmental challenges in everyday life, requiring them to have access to timely advice. Information and communication services, however, are often not readily available due to inadequate or non-existent infrastructure and low effectiveness of the agricultural extension system. The DFFS could provide a mechanism for farm families to not only have instant access to updated information and services, but also a platform to share their experiences and voice their concerns, while not being restricted by time and space.

The study concludes that the DFFS will provide a radical innovation to the agricultural extension system, as it can mitigate many of the difficulties caused by the insufficient capacity and resources of the extension system to assist farmer groups. In addition, the DFFS can serve the needs of other government departments to provide information, services and engagement opportunities to farm families to improve rural livelihoods in an integrated way. Careful design and development of the DFFS platform and the structures to facilitate its use, however, are required to match needs and capacities of both farmers and the extension system.

Id: 21453

Title: Using video to moderate farmer/fisher interactions with local government: A case study of Mukono, Uganda

Session Type: Individual submission

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Abstract: The Lake Victoria Basin region faces significant challenges because of climate change. Farmers and fishers will need to adapt, yet both groups plan and operate at a seasonal or annual timescale, while climate change projections operate at a decadal timescale. This mismatch in time horizons results in a situation where farmers and fishers have limited applicable use for climate change information (unlike city planners, for instance, or others who operate at a decadal timescale). Despite this, farmers and fishers are still presented with a narrow range of "climate futures" and possible adaption pathway recommendations, which can force rural people to make decisions that appear to lock them into a certain trajectory.

Researchers from the FCFA programme's HyCRISTAL project and the Climate Action Network of Uganda worked with "Community Climate Champions" in Mukono District, Uganda to develop video narratives that represented the subjective complexities associated with adapting to climate change within their respective sectors. Two teams, the first composed of four fishers and the second composed of four farmers, worked together to craft stories that would be developed into short films to be screened with government officials in their district.

The stories produced by participants analysed extension messaging related to climate change, and examined alternatives to the narrow set of livelihood adaptation options they were presented with by rural advisory services. The purpose of this methodology is to partly reveal what farmers and fishers keep guarded on their "hidden transcripts" of imagined possible futures for their individual selves, their families, and their communities (see Scott, 1990). Government officials and climate scientists who viewed these video stories were faced with the dilemma of response when their foundational assumptions about rural farmers and fishers were challenged. The exchange of videos to mediate discourse is an approach that was piloted by the National Film Board of Canada during

the Fogo Process led by Donald Snowden in the late 1960s (see Crocker, 2003). This process gives participants the opportunity to see their own realities depicted on screen, and to hear their own voices and positions represented in their own idiomatic language. This creates the empowering experience of self-reflexivity. The process also forces the viewers, who are invariably power-holders, to accept messages that are not dictated to them in their own hegemonic terms. The outcome is that the one-way direction of rural advisory message delivery is subverted, and the entire set of climate change adaptation narratives presented to farmers and fishers by government, NGOs, academics, and private-sector stakeholders are interrogated.

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Id: 21524

Title: [Panel] Rural Communication - Exploring concepts and directions of the new IAMCR Working Group [Presentation] -

Session Type: Panel Submission

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Abstract: Facilitators: Sarah Cardey and Rico Lie
Participants: GRI-RC members

This panel will explain the focus and aim of the Rural Communication (RUC) working group as well as position the field of rural communication in a wider communication and development landscape. The working group was initiated in 2018 by the Global Research Initiative for Rural Communication (GRI-RC), which is a network of academics and practitioners who seek to mainstream communication for rural development into the wider development agenda, policy and practice. The GRI-RC consists of representatives from the following institutions: The Centre for Communication and Social Change, The University of Queensland, Wageningen University & Research, Van Hall Larenstein University of Applied Sciences, University of Guelph, University of Reading, University of the Philippines Los Baños, and the Food and Agriculture Organisation of the United Nations. Members of the (GRI-RC) will share their perspectives and experiences on the state-of-the-art of the field and its future imperatives.

Id: 22028

Title: China's We-Media Village: Urban-rural relationship and Rural self-representation

Session Type: Individual submission

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Abstract: China has about 580 million rural permanent residents and 280 million migrant workers. The sum of the two accounts for more than half of China's population. Besides, the number of Internet users in China reached 802 million, of which rural netizens accounted for 26.3% and the scale was 211 million. However, for a long time, media resources have been dominated by urban intellectual elites. Rural people have not grasped the awareness and channels of media, so they have been in a state of aphasia in the age of the Internet. But the emergence of we-media (self-media) has changed this dilemma. A large number of rural self-media accounts emerging on social media such as WeChat, Weibo, and TikTok are their important voice channels.

This article will take the example of Shandong We-Media Village, which has been widely discussed on the Internet of China in 2018. Because the village's self-media operators are a group of rural women who has no higher education, but their average income exceeds that of their counterparts in Shanghai. By using a macro-level sample questionnaire and a micro-level observation interview and periodic assessment, we are trying to explore the purpose, profit model and operation status of this we-media group.

The rural we-media uses the short media, live broadcast, blog and other new media means to spread the rural natural and human landscapes that are different from the urban ones, satisfy the urban people's hunting mentality and strengthen the self-identity of the rural people. Meanwhile, they will sell attention resources to advertisers and use new media to promote and sell rural tourism and agricultural products.

This article finally focuses on the urban-rural relationship in the Internet field. The city and the countryside are two sides of the Chinese society. While the Internet gives the village a greater voice, it also more clearly shows the tearing and opposition between the city and the country. Although the Internet emphasizes the equality of rights and the deconstruction of authority, the Chinese Internet is still controlled by urban elites. The emergence of rural self-media is, to a certain extent, a subversion of grassroots to elite discourse. In this process, the rural self-media as an emerging force will inevitably be questioned and attacked by the original residents of the Internet------ Urban intellectual elite. How to express countryside on the internet, how the city understands the countryside, and how the internet plays a role in urban-rural relations are the most critical issues in China's social governance, and are important topics of rural communication studies.

Id: 22074

Title: Studying social change through complexities of Hindi films' audiencehood for women in an Indian village

Session Type: Individual submission

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Abstract: This ethnographic study examines the purpose and significance of contemporary Hindi films for women living in Narwal, a north Indian village near Kanpur. Based on fieldwork carried out over four months in Narwal, interacting with more than 60 women aged 18-80 years, this paper highlights the complexities of audiencehood for women living in rural India, where 'rural' is defined as 'anything but urban' and officially houses 68.84% of Indian population (Census, 2011). Despite the women's negligible viewership of films in theatres, limited viewership within their homes, and moral issues around women's film consumption, this audience group discusses the purpose of films in everyday life in complex ways. In a village space where the pleasure of consuming film can itself be a transgressive activity, Hindi films capture the village women's imaginations by offering them a world of new possibilities. My research draws on scholarly accounts such as Purnima Mankekar's ethnography of Television, Womanhood, and Nation in Postcolonial India (1999) and Steve Derne's seminal work 'Movies, masculinity and modernity' (2000) which focused on men's filmgoing and the sociology of make audience reception of Hindi films. However, it is situation in an Indian rural context where the social factors governing women's audiencehood have a greater role to play in their consumption of films as compared to their own preferences. My larger research showed that "filmi" connotes anything that is 'other' to village life in these women's imaginations. This paper argues that by engaging in creative cultural production, using multiple modes of filmic engagement, negotiating within their own households, and capitalising on 'men looking away', women are breaking everyday rules that govern them in order to strengthen their engagement with Hindi films. Women's everyday negotiations in consuming Hindi films indicates a slow but steady social transformation which is visible through, and enabled partly by, their dealings with Hindi cinema. Drawing on James Scott's concept of 'everyday resistance' (1985) that, he argues, lies in the mundane, and his concept of 'hidden transcripts' (1990), this study argues that social change evolves through a growing cluster of 'hidden transcripts' (ibid.) of women around their love for Hindi films. Through these, the powerful position of the village males gradually begins to be questioned, thereby challenging the status quo.

Id: 22367

Title: "Through their eyes I can work'; A qualitative exploration of rural medical officers' perception of mHealth.

Session Type: Individual submission

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Abstract: mHealth or mobile health is the use of mobile technology for delivering health care & services (WHO). With increased ubiquity of mobile phones, the potential of improved access to health information and services across the rural remote populace seem to be achievable. A number of studies have reported the potential of better maternal and child healthcare in LMICs through the use of mHealth tools. Studies have also reported that implementing mhealth systems at community level can substantially promote improved and equal access to healthcare.

However, to gain all the advantages mobile technology offers and to design effective community health worker (CHW) based mHealth interventions, it is important to conduct a 360-degree perusal of all aspects of this technology and the benefits it offers to all the players in the rural healthcare scenario. While there are plenty of studies looking into the benefits offered by the mobile phone to the CHW, there is a shortfall of studies examining the use of mobile phones by CHWs as a support tool from the rural medical officers' perspective, especially if and how the technology is supporting the last mile healthcare delivery through these workers.

This exploratory descriptive study was conducted in the Udupi district of Karnataka, India. It investigated the benefits, barriers as well as the challenges of mobile phone use by the community health workers from the rural doctors' perspective. The participants of the study were doctors belonging ten different primary health centers in the district.

During the study, doctors opined that with the coming of mobile phones, CHWs have become their eyes in the field, leading to a timely delivery of health information as well as healthcare services. However, it was also informed that remote villages from around their primary health center lacked sufficient coverage and hence mobile phone was not very useful in those areas. Digital illiteracy, lack of communication skills, and lack of continuous training to use all features of the phone among CHWs were some of the challenges pointed by the doctors.

The results from the study hopes to inform government policy to result in efforts to improve the existing mobile technology infrastructure as well as factor in more training programs to train these grassroots level workers so as to capture the benefits the technology offers and in the augmentation of the existing rural healthcare system

Key words: mHealth, community health workers, rural healthcare, mobile phone

Id: 22615

Title: Unpacking marginalisation dynamics in the context of climate adaptation and resilience using visual tools

Session Type: Individual submission

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Abstract: Ranked as one of the most disaster-prone areas globally, the Philippines regularly experiences disaster events. The country is highly dependent on natural resources and agriculture, so the sector's susceptibility to extreme weather events contributes to the vulnerability of fishing and agricultural communities. Aurora state is particularly vulnerable, being situated in a typhoon alley. There is a pressing need to address these impacts of extreme weather events to strengthen community livelihoods. Further, different groups are affected by these events, with marginalised groups facing more extreme livelihood shocks. Through analysis of a project that seeks to mitigate these shocks and support the livelihoods of indigenous communities, this paper will explore (a) the construction of "indigenous" and how this is socially and culturally constructed; (b) unpacking resilience and adaptation narratives, using different types of knowledges and (c) unpack the dynamics that contribute to and reinforce patterns of cultural, social and livelihoods-based marginalisation. From this analysis, the paper will present opportunities and challenges for developing rural communication options through two mechanisms. First, it will explore visual narratives as a means of exploring these intertwined issues, to suggest means for challenging the marginalisation of indigenous voices. Secondly, it will explore opportunities for critical intervention and design of appropriate rural communication interventions towards building more resilient livelihoods.

Id: 22725

Title: Factors Influencing the Decision of Early Adopters to Participate in the Fishers Household Resiliency Program in Lubang Island, Mindoro Philippines

Session Type: Individual submission

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Abstract: Fisher households are considered as the poorest in the Philippines. They are very dependent on a single income source and their catch is declining due to overfishing and other environmental factors. Their limited assets in terms of physical, financial, natural, and human capital heightens their vulnerability to crises and shocks.

RARE, a global leader in behavior science approach to conservation, intervened to help build fishery household resiliency of several island communities in the Philippines by leveraging strong social capital. Among the interventions introduced in the community is the establishment of savings clubs and conservation enterprises. In Lubang Island in Mindoro, Philippines, 25 households decided to participate in these programs. Early results have shown improved financial assets that led to acquisition of productive assets, dwelling improvement and for education and livelihoods. This positive outcomes influenced others to form their own savings clubs.

While it is understood that positive outcomes of a program can influence others to participate, the question that this study aims to answer is what propelled the early adopters' participation in the household resiliency program. Guided by dual-process theories of cognition and information processing (Kahneman & Tversky, 1979), in-depth interviews and focus group discussions were conducted. Communication activities such as study tours and social marketing has influenced their decision to participate in the program but specific events and phrases that they have hears during the activities has prompted their decision to join the program.

Id: 23264

Title: Social Media, Small Scale Fishing Business and Environmental Preservation in Phuket, Thailand

Session Type: Individual submission

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Abstract: Amidst the uproar in the Global North against the negative effects of social media usage, such as privacy rights violations, data mining, and political censorship, Facebook, Instagram and Twitter continue to be very popular among social media users in Thailand. The most recent data (March 1, 2018) ranked Thailand as one of the top 10 nations in which users relied on these social media websites for networking and consumer adoption.

According to OBVOC Co., a Thai social media research firm, Thailand was placed seventh in terms of the number of Facebook users, accounting for 49 million out of 724 million globally. The number of Instagram users in Thailand totaled 13.6 million, up on a yearly basis, putting the country at 13th by user numbers. At the same time, Twitter usage also increased from 3.1 million in 2016 to 12 million in 2017.

The rapid expansion of social media usage in Thailand is partly due to accessibility and user-friendly components that allow users to generate their own visual-based content on their social media accounts. Because of this, the language barrier of being a non-English speaker or less educated has been removed. As a result, social media has been widely adopted and has become an increasingly important tool for advertising, marketing, and economic growth among less educated populations living in non-urban areas of Thailand.

In this study, the researcher examines the different ways social media has been utilized as communication and business marketing tools by small scale fishermen in the Muslim community of Baan Bangla district, Phuket, Thailand. The study focuses on how a group of local fishermen used Facebook to promote their fishing business, generate incomes, and preserve their local livelihood while competing with larger scale fishing operators. In the meantime, Facebook has also been used by the same group of fishermen and community leaders to raise awareness about environmental issues that occur within their community. The main environmental concern of this community is preventing further destruction of coral reefs and mangrove forests along Phuket-Phang Nga Bay coastal lines that thrived before the increase in large-scale fishing and the expanding tourism industry in Phuket.

The study is based on an analysis of social media posts in 2016, 2017, and 2018 as well as in-depth interviews of Baan Bangla community leaders, environmentalists and local fishermen regarding the usefulness and obstacles in relying on their Facebook accounts to enhance and support their goals.

Id: 23447

Title: Where the *$&# has Community Video disappeared' An investigative analysis of the missing case of community video in India

Session Type: Individual submission

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Abstract: From the years 2006 to 2009, the author of this paper worked as a community media practitioner, training marginalized rural communities including Dalits & tribal groups in Western India (Gujarat) in various aspects of film-making such that these communities would use media as a tool for self-empowerment and social change. Despite the social significance of Participatory Video, a term often used in its formative years (Lunch & Lunch 2006) and its success as an effective method of mobilization and social change, especially in rural areas, the past decade has seen a dramatic decrease in the number of community video projects active in India. Although there has been a significant interest in researching community video (Jayasankar and Monteiro, 2016, Datta 2014, Chadha, Moskowitz and Prakash, 2010) there is little research to account for the disappearance of community video projects from India. Some common-sensical explanations – such as proliferation of mobile technologies, decreasing levels of funding for non-governmental organizations running these projects, are provided as reasons for this Houdini act, but there is an impending lacuna in research that provides any systematic explanation of this phenomenon.

Grounding in a self-reflexive methodology, this paper uses auto-ethnography (Maréchal 2010, Elis 2004, Adams 2015), supplemented with media reports on community media from 2005-2010, as well as informal interviews with contemporary or erstwhile community media practitioners, to investigate the conditions under which community video projects were systematically shut down or abandoned in India during the past decade. Based on this reflection, the paper firstly accounts for the discrepancies between the media reportage and ground level reality of the success story of community video in India. Using the case-study of Aapna Malak Maa, a community video unit based in rural Saurashtra, Gujarat, (Chadha 2017) where the author of this paper worked as a community video trainer, the paper analyzes how the unit was constructed to be an extremely successful and well-functioning organization, even though the group struggled to achieve several of its planned objectives during its formative stages. Second, the paper lists and analyzes various material & immaterial factors that are claimed to have contributed to the demise of community video in India. Thirdly, the paper argues for an emphatic understanding of power struggles between internally dominant voices & actors (Pateman 1971, Foucault 1970) play in the functioning & support of community media organizations. Using anecdotal accounts of power struggles in the

functioning of community video units in particular, and non-governmental media organizations/projects in general, this paper emphasizes the need to foster favourable conditions under which these organizations hold the potential to effect a transformative change in the lives of distress ridden rural populations of India.

Id: 23670

Title: Rural Communication Initiatives on Climate Resiliency in Selected Coastal Areas of Southern Bangladesh

Session Type: Individual submission

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Abstract: The Rural Radio Initiatives (RRI) project in Bangladesh was implemented as one of the components of the Coastal Climate Resilient Infrastructure Project (CCRIP) funded by the International Fund for Agricultural Development (IFAD), Asian Development Bank, and KreditanstaltfuerWiederaufbau (KfW). Implemented by the Local Government Engineering Department (LGED) of Bangladesh. The CCRIP sought to enhance the use of community radio for sharing and exchanging site-specific information and knowledge on agriculture, food security, and climate change and to promote dialogue between communities and local service providers.

The RRI project was realized through the development of a communication plan for climate resilience in support of CRRIP and the establishment of a radio broadcast program named "Upokoler Kotha" (Voice of the Coastal People). The program was a common platform of four selected community radios in the southern coastal areas of Bangladesh. These were: (1) Krishi Radio and (2) Lokobetar, both located in Barguna; and (3) Radio Sundarban and (4) Radio Nalta, both located in Khulna.

Using the before- and after-evaluation design, the RRI project was assessed three years after its implementation to determine project outcomes and to account for resources invested on the project. Both quantitative and qualitative approaches were used. The quantitative approach employed a survey of selected samples from Radio Listening Club (RLC) members; while qualitative approach made use of narratives captured from video testimonies of the interviewed RLC members.

The outcome evaluation was conducted in selected areas or upazilas in Barguna, Satkhira and Khulna using multi-stage sampling. These areas were covered by the regular broadcast of the four community radio stations under the RRI-CCRIP. Five radio listening clubs (RLCs) were randomly picked per community radio station. Twenty percent (20%) of the total 2000 RLC members of the four community radio stations were randomly drawn to serve as survey respondents, hence a total of 400 samples. The respondents comprised an almost equal number of male and female individuals aged 15 and above.

Based on the data collected, Upokoler Kotha was found to contribute to improved communication and radio services for climate resilient livelihood in the coastal areas of southern Bangladesh. With the presence of 100 listening clubs with 20 members each, local stakeholders have been informed about project activities and climate change issues. As a consequence, communities vulnerable to climate change had become better informed and actively engaged in climate resilient innovation and

livelihood adaptation. This has been shown by the majority of the targeted population adopting climate resilient technologies that enable them to carry on with their income-generating agriculture-based livelihood. Some of these technologies included cultivation of saline tolerant crops, sack method or vertical horticulture, vermi-composting, sarjan technology, and green fertilizer, among others.

Upokoler Kotha can continuously bear its "brand" as a program on climate resilient innovations with focus on the coastal communities as its primary targets.