



## ***The role of development media in achieving Sustainable development***

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### *Abstract*

The role of developmental media in achieving sustainable development is significant. Developmental media plays a crucial role in raising awareness, promoting knowledge, and influencing behavior towards sustainable development goals. It serves as a platform to educate and inform individuals, communities, and societies about the importance of sustainable practices, environmental conservation, social progress, and economic growth. Through accurate and unbiased reporting, developmental media can shed light on success stories, share best practices, and foster dialogue and collaboration among stakeholders. By amplifying the voices of marginalized groups and advocating for inclusive development, developmental media contributes to creating a more equitable and sustainable future.

This study examines the theoretical premises that are indispensable for understanding the mechanisms of using media to achieve sustainable development goals.

Key words: sustainable development, developmental media, economic growth.

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## **1. INTRODUCTION**

The rapid growth in the means of communication and the great expansion of its use have opened new horizons and increased the freedom of access to knowledge and the creation of a new social and cultural environment.

At the same time, this growth was reflected in newspapers, radio, television and cinema, and branched out from them to small or local communication means that merged with traditional personal communication channels and became together a tool to help mass communication in the field of innovations and development.

Development media is considered the nervous system of the development process, and the main goal of development media is to maximize the participation of society in all development processes and transform it into a supportive society for the development process, and transform the members of this society into agents of development and change, using the tools of knowledge and awareness.

## **2. The definition of development media:**

Researcher Wilbur Schramm, who wrote a book on media and development in 1974, first introduced the concept of «development media» and there have been many definitions of this concept, some of which can be mentioned as follows:

- The main or subsidiary media system specialized in addressing development issues
- Development media is an essential and important branch of media activity that works to bring about social transformation with the aim of development and modernization, or in other words, it is the process through which the media and means of mass communication within society can be directed in accordance with the goals of the development movement and the higher interest of society.
- Planned and intentional communication efforts that aim to create positive and development-friendly attitudes and attitudes, and thus development media is not concerned with making development, but it creates social, cultural and psychological conditions for individuals and groups in order for them to respond to development plans and programs effectively.
- One of the main branches of media activity that deals with development issues. It is a purposeful and comprehensive media, and is supposed to be a realistic media. It aims to achieve social and developmental goals. It is linked to the political, economic, social, cultural and educational aspects, and is based on honesty, clarity and frankness in dealing with the public. (Boyd-Barrett,1998)

In sum, development media is one of the branches of specialized media and aims to accelerate the transformation of a society from a state of poverty to a dynamic state of economic, social and political growth, through various means of communication through good planning and coordination, as well as the processes of education, education, skills acquisition, the desire to modernize, and finding strategies and available resources in order to achieve development through media messages that call for this.

The prerequisite for achieving all this is that we have a media that is aware and informed about the various branches of knowledge, a media that recognizes that knowledge has no limits, provided it is in line with tradition and religion. Here, the importance of finding a positive approach that activates the role of developmental media in the process of modernizing Arab society emerges.

### **3. Developmental media theories:**

Developmental media theories are based on the scientific foundations of media theories by marrying with various development theories, and this marriage basically created many developmental media theories, the most important of which are:

#### **1. Wilbur Schramm's theory:**

The theory discusses the concentration of media and communication, and thus the media services it provides in major cities and there is a severe shortage in marginal cities or rural areas and villages, and according to Schramm, this is present in major and marginal cities in developed and developing countries alike.

Schramm calls for conducting media research in developing countries in order to increase information and various studies about them and to know the media potential available in them:

- Clarify the vision in everything related to the communication process and its effectiveness.
- Developing countries cannot afford to spend money on immature campaigns due to lack of information and research.
- Media audiences in developing countries are diverse and unpredictable.
- Modern media outlets need to stay relevant to their audiences and audiences in developing countries are rapidly changing.

Wilbur Schramm's contemporary theory has linked media and public relations to development with the aim of mobilizing the masses to implement new methods through

a comprehensive sociocultural linkage of relationships, beliefs, and values with the process of skill change and the necessity of going hand in hand with development.

He integrated the media, economic, social and political dimensions, and considered the media as a renewable and essential function inherent in economic growth in its comprehensive pillars and horizons, as the media and public communication activities cannot be isolated from the movement and development of society.

This can only be achieved through the media and its tools embodied in the means of communication, which play a vital role in overcoming the obstacles facing development, expanding the horizons of understanding and cooperation, creating moral foundations and the will to change and catch up with the ranks of modernity and progress. Emphasizing the issue of discussion and dialogues on development by the broadest popular sectors in the direction of national participation in the development process, its programs and plans. That is, by establishing high behavioral and tasteful norms in people's minds that encourage the activation of development and stand against deviations and slowdowns. (Gumucio-Dagron, 2006)

## **2. Daniel Lerner's theory:**

Daniel Lerner's theory on the relationship between urbanization and the media is based on the human ability to empathize, which he considers one of the basic characteristics necessary for the transition from a traditional society to a modern one.

According to Lernd, empathy is the ability to imagine a better life: The ability to imagine a better life, which is an essential experience for a modern person living modern life. Lernd emphasizes the relationship between urbanization and literacy on the one hand, and between literacy and exposure to the media on the other, and considers urbanization to be the first step in this direction.

Lernd's theory was originally the result of analytical research conducted in 73 countries and regions in the Middle East:

- People who are more connected to the outside world are more willing to accept social changes.
- Contacts and knowledge of others' experiences help facilitate social changes.
- There is a correspondence between the spread of education, the development of media and communication, and economic and urban growth.
- As national income per capita increases, cities grow, and industrialization increases, so does newspaper readership and the number and variety of media outlets. Lerend considers that urbanization increases the need for media and is the starting point for

media development, and admits that the media and its role and uses in general have surpassed the degree of urbanization itself. ( Melkote,2001)

#### **4 Characteristics of development media:**

**Purposeful media:** As it seeks to achieve society's basic goals and core interests, it creates the appropriate atmosphere for the success of development plans and aims primarily to enhance the capabilities of the public in order to participate positively in the development process and the issues that concern the society in which they live.

**Programmed and planned:** It is linked to development plans and community interests.

**Comprehensive and integrated:** It is a comprehensive media that relates to economic, political, social, cultural and educational aspects, and seeks to convince public opinion of the necessity of social change to achieve development goals.

**Multidimensional media:** It has multiple dimensions to include health, economic, social and political dimensions.

**Realistic media:** It is a realistic media in the way it addresses the issues of society and expresses people's concerns and aspirations and is able to keep pace with emerging issues, based on clarity in dealing with the public and mutual trust.

**Modern, sophisticated and open-minded:** it uses interesting and modern methods and benefits from the experience and expertise of other countries and societies. (Obregon, 2017).

#### **5 Types of development media:**

There are two types of development media:

1. **Mass media:** This includes print media, electronic media, television, and radio.
2. **Direct media:** That is, media issued by local community organizations, which includes open meetings with members of the local (targeted) community and printed or recorded publications. (Servaes, 2017).

#### **6 Factors in the emergence of development media:**

Several factors have contributed significantly to the emergence of development media, the most important of which are:

**The economic, cultural and social gap:** After the Second World War, which left economic, psychological and cultural repercussions on the population of Europe, communication scholars have turned to the concept of social responsibility, which means the responsibility of the media to restore the destruction left by the wars.

The independence of many countries, especially in the south of the world: These new societies were suffering from a huge economic and socio-political gap compared to the countries of the North, so there was a need for the media to play a role in reducing this gap.

The emergence of the Western theory of modernization: This theory is what stood in the face of the socialist growth model. In the context of the Cold War with its ideological and media dimensions and the conflict between the development models that each of the two camps was proposing and defending their options.

Scientific accumulation: in media and communication research and the emergence of specialized research centers that study media and scientific experiments, where scientific accumulation has shown the wide potential of the media in contributing towards positive social, cultural and economic change that is reflected in the quality of life of individuals and groups Media obstacles to development in local communities.

The emergence of information technology: It is an essential element in the media and has become a form of accelerating development with the benefit of the media, whose impact has been accelerated by technological innovations and rapid development, the complexity of simple civil societies and the emergence of large cities and the intertwining of the interests of societies as well as individual interests, this has led to a change in the pattern of communication between members of society. (Singh, A. 2017).

## **7 Requirements for the success of development media:**

- Providing advanced and different means of media and communication, through which people can familiarize themselves with the reality of their issues and convey their ideas to achieve the desired development.
- Distributing development media geographically in proportion to the size of the country to include all regions, suburbs and villages with high population density.
- Relying on graduates of media and journalism faculties and providing the necessary media staff to prepare media programs.
- Coordination between the state's developmental orientations and media institutions, such as developing joint plans and programs to achieve the desired goals.
- Allow the public to participate directly in raising their issues and holding abusers accountable through serious, rational, transparent and democratic dialogues.
- Highlighting the philosophy of development and its trends, using scientific research tools to increase media capabilities in analysis and extrapolation, professionalism, credibility, respect for journalistic freedom and independence in identifying development issues, issues and challenges, and utilizing science, media technology and

the technical revolution to build an information and analysis base to be used in developing strategies and analyzing policies (Thomas, P. 2017).

### **8 Levels of work in development media:**

**Official level:** This is the presentation of the economic and developmental reality, with its pros and cons, and the presentation of scientific solutions to developmental issues, as well as the presentation of their obstacles and goals.

**Popular level:** This can only be achieved by explaining development policies in a simplified manner that can be understood by ordinary and specialized citizens, clarifying the concepts of national production and its value in terms of strengthening economic production, rationalizing consumption among citizens of all classes, and developing their awareness and investment. (Tufté, T, 2009).

### **10 Definition of sustainable development:**

It is a planned and intentional process to bring about a positive change in the quality of life for individuals and communities by providing wider choices and opportunities that reflect on the quality of life and the sustainability of resources for future generations and the conservation and sustainability of resources. It is one of the contemporary development concepts adopted by the United Nations and its development agencies and has been spreading around the world for two decades.

- Sustainability means guaranteeing the right of future generations to the available resources, not for one generation; ensuring balance, continuity and preserving resources from depletion and overconsumption, through a set of criteria. Therefore, it must be recognized that natural resources do not belong to one generation only and are not the effort of this generation that may have inherited them, so they must be preserved for future generations.

- Balanced development: One of the modern concepts of development is the planned and intentional process that aims to move a traditional society to modernity by bringing about a balanced change in various aspects of economic, cultural, social and political life in an efficient and just manner. The four pillars of development must be balanced, considering that development will not be realized if one of its pillars is neglected.

From the above, it can be concluded that in order for development to be achieved efficiently and effectively in various aspects, sustainability and balance must be combined at the same time, and this paper will focus on political development and its related aspects and its impact on the reality of the social sciences.

## **11 Political Development:**

This concept has been marred by a kind of ambiguity and confusion due to its wide overlap with other social sciences, in addition to political science and comparative political systems research. It overlaps with the sociology of knowledge, political sociology, political anthropology, and others.

It is noted that the environment in which this concept appeared is related to the results of the post-World War II era and the new reality in the social sciences, as researchers in political science and social sciences turned their attention to the countries of the South, which was an arena for the struggle between ideas and ideologies. (UNDP .2014)

### **Scientific contributions to political development:**

#### **Robert Pakenham:**

He presented a classification that includes five approaches to political development that focused on the legal aspect, which emphasizes that political development is defined by establishing constitutional life, strengthening the rule of law and separation of powers, the economic approach, which sees political development as a function of the level of economic development to meet the basic needs of individuals, and the administrative approach, which is the administrative ability to maintain the law and perform output functions in a rational manner, while the social approach sees political development as a tool to facilitate popular participation in political processes.

#### **Committee for Comparative Political Studies at Preston University:**

Political development is defined in three dimensions: The first is the creation of a spirit of equality and attitudes that support the principle of equality, which leads to more participation in political decision-making and more democracy, the second dimension is summarized in political competence, which means creating a political system capable of making effective political decisions in society and the economy, and the last dimension is the differentiation of political systems in the sense that political systems have clear and specific functions.

#### **Samuel Huntington:**

Surveys that examined the definitions of political development during the 1950s and 1960s noted that they reflected the characteristics of the political system in Western democratic societies, in which political development was achieved under different circumstances from those of the developing world. The 1970s witnessed a wide revision of the concept of political development after developments in developing

countries reflected the inability of previous concepts to explain the facts, and Hinton expressed these shifts and considered political development to be:

- Building political institutions on the one hand, and political participation on the other, describing three dimensions of political development.
- Rationalization of power, i.e. achieving the rule of law.
- The differentiation of political functions, which means not monopolizing power, separation of powers and political participation. (UNESCO.2013).

In conclusion, the views that have dealt with the concept of political development have in common that they refer to the processes of historical growth and transformation in the state structure and political system towards political pluralism and participation and the consolidation of the concepts of sovereignty and loyalty to the nation-state, which means increased specialization in political structures and the consolidation of the institutional framework of government. concepts of sovereignty and loyalty to the nation-state, which means increasing specialization in political structures, consolidating the institutional framework of government, and increasing the secularization of political culture, leading to political democracy.

## **12 The role of development media in supporting political development:**

The various types of media: audio, visual, print, electronic and non-electronic, contribute to the development of democratic values by encouraging participation, the expression of opinion and other opinions, and the formation of public opinion.

Spreading awareness of the importance of the existence of political parties in a society reflects the fact that this society has overcome the primitive stages of its political development, as there has become an intellectual trend linking the existence of parties and the democratic system, and some even define democracy as a multi-party government, and consider the absence of multipartyism as evidence of the undemocratic nature of the political system.

The role of the media in the third world in the development of political awareness among the peoples of these countries stands out as the maturity of political awareness is the right entrance to the realization and determination of human will and is considered one of the main pillars on which the development process in any society is based.

The nature and importance of this awareness is determined according to the political, economic and social conditions that the society is going through, and the results of the study confirm that the development of political awareness in the third world is fundamentally linked to three basic issues: The most important of which is the practice

of democracy, sound political upbringing, and support for effective political participation, and this can only be achieved through a strong media apparatus capable of developing them, and the press is important in the development of political awareness and plays a major role for the masses, provided that this role is exercised in an atmosphere of freedom in the processes of issuing and editing, and the audio and visual radio represents an important center among the means of mass communication as it connects the population of the third world with the outside world.

In light of the circumstances in which our society is experiencing developments and political and social transformations in a wide range of fields, it can be said that the media - with its various means (visual, audio and written) - must play a prominent role in promoting political awareness and strengthening the values of political participation among individuals, through information, ideas and political orientations conveyed to them through various programs offered, and this undoubtedly creates comprehensive political development that helps form a base of science and knowledge that works to change the behavior of conscious individuals to follow the right path and at the same time deter them from formulas and methods inconsistent with the interests of the nation.

All in all, political development can be summarized as: A strong public opinion, a real political culture, effective political participation, and the media has the largest part to play in achieving these features. The honest and objective media is able to gain the trust of the people, shape citizens' political awareness, deepen their understanding of the issues that revolve around them, and contribute effectively to political life through the media content they provide.

Before concluding, we cannot overlook the significant impact that the media plays in the war that the world in general and the Arab world and Egypt in particular are facing against terrorism and extremist ideology. Any destructive and extremist thought is considered an obstacle to development, let alone if this extremism destabilizes security and stability, which must go hand in hand with development. (Wilkins, 2001)

Therefore, all media capabilities, including visual and written media and modern means of communication through the Internet, must be exploited in the face of terrorism and subversive counter-media, on which millions of dollars are spent to influence the Egyptian and Arab citizen. Some satellite channels were able to play a role in spreading chaos and stirring public opinion through fabricated cases and false reports and broadcasting some terrorist ideas that are funded by countries hostile to the stability of the region.

We must also pay attention to the enlightening role of Arab and Egyptian media and what it can do in fighting extremist ideology and preserving young people from being

polarized by the subversive media of terrorist organizations such as ISIS and others. This enlightening role is summarized in the importance of establishing an Arab critical mind that questions everything in nature and society, instead of the prevalence of the following mind, which is based on accepting the prevailing beliefs, opinions and policies that are outdated. The elimination of terrorism and extremism in the media requires the concerted efforts of the state and civil society through swift and effective action by the international community.

### **13 Problems and obstacles of development media:**

It is important to take into account the obstacles facing the development media while carrying out the development process, the most prominent of which are:

- Lack of planning, lack of training, and lack of experience.
  - The lack of material resources available to it and its lack of commitment to objectivity in the topics presented.
  - Lack of transparent information available to the development media.
  - Lack of time and lack of definition of the time available for treatment.
  - It is interpreted according to the state's understanding of the foundations of development, for example, if it is considered that development is originally economic development, then development media becomes closer to the concept of economic media.
  - Slow development in quantity and quality, which makes it unable to keep up with the developmental life in society.
  - The predominance of feelings of anxiety and tension among the public and the media's perception of its role as ineffective.
  - Lack of accuracy in the information provided.
  - There is insufficient interest in developing scientific and practical concepts and upgrading the professional characteristics of media professionals.
  - Failure to provide the necessary media resources and capabilities for coverage.
- (Rodriguez, 2019)

## **14. CONCLUSION**

Development requires commitment, work, knowledge and knowledge from citizens and decision-makers alike. The most important role played by the media is the dissemination of knowledge that contributes to creating a social climate that supports development and does not stand in the way of achieving it. In theory, the media should work in harmony with other elements of growth to move poor countries to modernization or at least from the marginal zone to the semi-marginal zone, but in practice, the marginal countries that invested huge sums in the basic media infrastructure realized too late that there is a wide gap separating their media systems from those of the central countries.

Various development strategies and programs that integrate the media dimension can be adopted as one of the main components of their success. Media capacities, especially young capacities that have the ability to adapt and assimilate, can be strengthened as well. A mature and sophisticated media that relies on deep analysis can deal with complex issues and can communicate its message at the local and international levels.

Thus, organizing training courses and media consultations and the media's use of modern information technology means with a focus on dialogue as a means of learning and knowledge transfer became essential. In addition to forming information networks that work to spread awareness of community issues and monitor the extent of interest and response of public opinion towards these issues, as well as holding conferences and seminars at the national, regional and international levels, with the aim of building regional and international media partnerships to exchange dialogue and experiences and enrich media coverage, which facilitates the process of interaction at different levels and raises the debate on the issue of origin.

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