Community Communication Drought (CCD): A Bird's Eye View

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ABSTRACT

After renaissance consequence of modernization, industrialization, globalization, along with adoption of various communication approach (hegemony, propaganda and public relation, centralized media) with advanced technology have a wide spread impact on human civilization. Also the mass society prospective of media (large scale centralized media system, one way transmission mechanism, gate kipping strategy to manipulate and edit media content, to control public) have dominancy during last two centuries . Due to this public is becoming more depended on mass media for their identity, information and entertainment. For this type of centralized communication system people are becoming more isolated and self centered. They live in a false consciousness that socially, culturally, nationally they are associated with each other by consuming mass media content like reality shows, TV serials and discussions on news channels. On the other hand the real fact is socially, locally people are getting detached from their own community. This type of situation is creating communication drought in their community. This article aims at conceptualizing a typical problem of human civilization in the present communication world and explores its hidden activities, consequence and solution of this community drought.

Keywords: Community communication draught (CCD), Advance community communication (ACC), mass society, mass media, community media, communication, centralized media, false consciousness and self centered.

1 INTRODUCTION

AFTER the arrival of mess media some sorts of community communication draught was found in third world countries. People spend most of their time within an isolated area. Interact with limited number of people, and in watching TV rather they could exchange there thought, emotion, idea, opinion, information with other member of their community. They may have excellence in their work and have enough knowledge about national and international issues but they are silent about their neighbor and their community. They could not unite to develop any idea or mechanism for the development of their community. Also they fail to contribute collectively in execution of any policy. Policies are meant to fulfill the required need of the community at the same time it requires people's involvement. People are well aware about their needs and problems but hardly get themselves connected with other members of that community for solution. This leads to develop a communication drought within a community. In this situation modern community communication (community TV, community radio and community portal) can become a ray of hope for them who has a dream for harmonic development, participatory democracy or who have any developmental plan to execute in their community.

2 COMMUNICATION IN 21ST CENTURY

In this 21st century every where one can see the impact of advance communication technological and modernization. Its impact also found in villages and communities. "Due to modernization, several negative changes have penetrated the centuries-old traditions, norms and values of the village."[1] Most of the people spend their life within work, family and TV. They have almost no time for their community activities.

Gathering places like traditional gram *panchayat* (a local self-government institution at the village or small town level in India) and their rituals are losing its potentiality to unite people. Now-a-days most of the people are not participating in village socio- cultural activities which lead to develop a communication gap among them. This communication gap provides scope for corruption, corrupted politics and mismanagement. That's why country like India is not able to achieve its development goal. Some unemployed but ambitious people take advantages of this situation by participating in village politics to fulfill their vested interest. Then how this gap can be minimized? Where they will discuss and formulate solutions to their common problems? Even a TV serial or "reality show" may become a source of entertainment in the place of traditional music like *dasakathia, pala* (Folk Art Forms of Odisha, India) but National channels couldn't be the alternate of *Gram panchayat* to discuss all the problems of each villager.

In this situation community media (community TV, community radio, and community portal) can be a new hope for them who have a dream for harmonic and participatory development in their community.

3 CONCEPTUALIZATION OF COMMUNITY COMMUNICATION DROUGHT (CCD)

The word "community" is derived from the Old French communité which is derived from the Latin communitas (com, "with/together" + munus, "gift"), a broad term for fellowship or organized society.[2] We can say community is a group of people having similar interest, occupation or sharing similar environment or having particular geographical area. Usually community can refer to a small, social unit of any size that

shares common values.

Communication is "any act by which one person gives to or receives information from another person about that person's needs, desires, perceptions, knowledge, or affective states." [3] So one can say community communication is the meaningful exchange of information, emotion or opinion within peoples of a community. Community is always associated with public interaction .The importance of this public interaction was highlighted by 'public sphere' concept of Habermas.

3.1 Public sphere of Habermas and community communication

Habermas defines the public sphere as a "society engaged in critical public debate." [4] "We call events and occasions "public" when they are open to all, in contrast to closed or exclusive affairs-as when we speak of public places or public houses." [5] "The public sphere is composed of private individuals whose societal interconnectedness transcends the boundaries of their personal lives. [6]To public space all citizens have a free access, space for assemble, associate, express and develop opinions on own interest.

As public sphere of Habermas, in Indian village *Gram sava (*one of the community gathering place of Indian village) acts as a public sphere. They act as a platform for common people. This is losing its existence with the impact of modern life style. So it is essential to think a new mechanism or platform to take the position of traditional public sphere.

In early days traditional festivals, cultural and community activities were playing a vital role to connect each other in India. These systems are also struggling for its identity in this 21st century. There is no time for public to discuss about village developmental activities or other problems in *Gram sava*. This situation creates community communication gap among villagers. This gap leads to the formation of ***Community communication draught (CCD)***.

3.2 Definition of Community Communication Draught (CCD)

Community communication draught (CCD) means a situation develop within a community when most of people spend their maximum lifetime within an isolated area and with limited number of people, rather they could exchange their thoughts, emotions, ideas, opinions, information with the other members of community.

3.3 Irrigation-Communication model for CCD

Let us understand community communication drought by taking an example of rice field. Due to lack of proper irrigation water cannot flow in the entire field properly. That causes dryness in a large portion of the field and some other portion submerges under excess water. Due to excess water crop of that portion get decayed. In the other part due to lack of water paddy plants unable to collect their essential mineral from soil. Therefore they can't grow properly which leads to drought in that paddy field.

As in the paddy field so in our society happens. Similarly in

late 20th century flow of information, ideas and emotion among people of a community gradually got reduced. Primitive communication mechanism like '*gram tungi*' (one of the community gathering place of Indian village) is losing its identity in modern days. Traditional festivals, cultural and community activities play a vital role to connect people of own community but these systems are also struggling for their identity in this 21st century. There is no time for anyone to discuss about village developmental activities or other problems in *gram tungi* or *gram sava*. Some people make themselves updated in national and international issues form television and news paper but they have no time or scope to know the events of their own community.   As mismanagement of irrigation leads to drought situation in the paddy field so in community lack of internal communication system causes community communication drought. Due to which people unable to taste the fruits of development .This is a great challenge before the objective of development.

Above Irrigation explanation of community drought can be simulated into a model (see Fig 1) for better explanation to understand communication drought of a community. We name this model as communication-irrigation model because it gives a clear picture of communication problem and its solution in an irrigation pattern (of a field) in community.
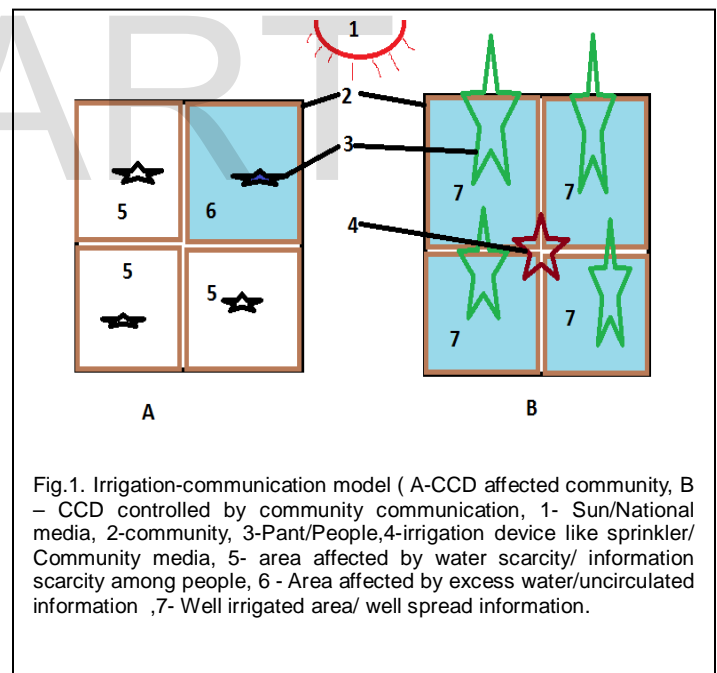

Fig.1. Irrigation-communication model (A-CCD affected community, B – CCD controlled by community communication, 1- Sun/National media, 2-community, 3-Pant/People,4-irrigation device like sprinkler/ Community media, 5- area affected by water scarcity/ information scarcity among people, 6 - Area affected by excess water/uncirculated information ,7- Well irrigated area/ well spread information.

3.3.1 Components Irrigation-Communication model

1. Water : - Information, ideas, money
2. Plant :- people of the community
3. Crop Field :- community
4. Sun:- National media
5. Sprinkler:-Community media
6. Flow of water:- communication

3.3.2 Explanation of Model

 The term communication may different meaning and definition, but the central idea is of a process of increased commonality or sharing between participant, on the basis of sending and receiving message .[7] As per Denis McQuail central objective of communication increased commonality among the participant (people). Therefore effective communication is essential to increase communality or transparency among members of community. In the given model it is explained the cause of communication gap among the people and its consequences.

- In this model water represents the necessary Information, ideas, money and wealth of a community. As water in the field is essential for the growth of plants so in a community information, idea and wealth are some of the most essential elements for the growth and development of that community. As proper distribution of water is essential for better result from the field so in a community exchange of information also essential for the harmonic development of community.

- Plant of a field represents the member of the community. As water they need proper information for their healthy life style in community.

- Crop Field represents the community. Community always need an interactive environment or condition for its development, as the field needs proper irrigation and weather condition.

- Sun represent the national media (big media house). "Green leaves make their food by the process of photosynthesis using carbon dioxide and water in the presence of sunlight." [8] As the Sunlight, water is also equally important for the growth of plant. Similarly in the case of community interpretational communication inside community is as important as consuming content of national media to update about the external world.

- Sprinkler or inner irrigation facility represents the community communication system like *'gram tungi'*, community television, radio and portal.

- Finally flow of water stands for communication. As flow of water helps to carry essential nutrients for the plants so in a community internal communication system helps to carry information and exchange of idea for mutual benefit.

Proper communication helps in equal distribution or sharing of (like water in crop field) information and helps to all the individuals to involve in collective growth of the community.

4 CONSEQUENCES OF CCD IN PRESENT SCENARIO

Impact of technological advancement and modernization is found in villages and in communities. The wave of these change show its impact on life style and thinking process of people. They become busier with their personal life. Some literate, skilled and unskilled people go to the nearby town for their livelihood. Those who don't have proper job they engage themselves in hotel, Stall or start own business. Few people involve in agriculture and sell their production in market. Most of people become busy with their work and in rest of the time spend before television. Young generation those who are going to town or metro for education they are busy with smart phone, internet etc. "The Ericsson Consumer Lab Report 2014, says on a survey carried out in April-June 2014 by among 4000 smart phone users across 18 urban centre, says on an average, Indians spend three hours on their smart phones, around one-third of that time is spent on using apps."[9] Some unemployed and ambitious people participate in village politics to fulfill their vested interest.

Most of the people spend their life within the radius of work and family and TV. They watch entertainment program like serials, reality shows, movies and national news. They may talk about national politics, conflict or costume design of serial actress but they have no idea about their neighbour. They have almost no time to for their community activity. They couldn't participate in village socio- cultural activity which develops a communication gap among people. That is called as "community communication drought".

Due to this people gradually get more isolated with their personal matter. They have a limited scope to communicate with other member of society. They can't share his/her emotion with other. He/she can't get help from other people of their community. In one place they can't discuss to formulate any developmental plan. That increases emotional and cultural gap among people. They can't be reliable on other people of their community. This communication gap leads to corruption, corrupted politics and mismanagements during execution of any policy. This is the soul reason why most of the developing country unable to achieve their target of development.

5   ADVANCE COMMUNICATION (ACC) AS A REMEDY FOR CCD

5.1 Advance community communication (ACC)

This advance community communication (ACC) is a concept of using available advance communication tools and techniques to develop a connecting link among the members of a community for collective, harmonic and sustainable development. This ACC could be the best solution for community communication drought (CCD).

5.2 Importance of Advance community communication (ACC)

Due to community drought problem like corruption and

mismanagement appears. According to RTI act 2005 "democracy requires an informed citizenry and transparency of information which are vital to its functioning and also to contain corruption." [10] In this situation advance community communication (ACC) medium (TV, radio, portal) can play the role of public sphere and support to the information right of the people.

Wikipedia free encyclopedia says "community television is a form of mass media in which a television station is owned, operated and/or programmed by a community group to provide television programs of local interest known as local programming".[11] Community television stations are most commonly operated by non-profit groups or cooperatives. However, in some cases they may be operated by a local college or university, a cable company or a municipal government. This community television can be a good example of advance community communication (ACC) tool. This could help to fight against CCD. Also community radio and portal can play a role of public sphere in many circumstances. In Australia community broadcasting is sustained by the principles of access and participation, volunteerism, diversity, independence and locality'. [12] In many country of the world practicing the community radio for the sake of the community but to what extent it could take the position of traditional public spear it is an important issue for discussion. Large execution of community radio like other media should be use to bridge the gap of communication among the member of the community. In future CCD could be minimized by using various advance communication tool like community television, radio and website.

5.3 CCD & ACC in Indian Perspective

Still today country like India is struggling to improve the standard of living of people. Government along with so many NGOs is working for the development of the nation. Government executing so many plans programs and spends huge amount of money but still today it is a dream for so many people to get their basic needs. Mismanagement, corruption, party politics, red-tapism have become threats to national development. 2011 census report says "the proportion of rural population is 68.84%." [13] Their development is the real development. Now-a-days most of the social thinkers are giving importance to participatory development. Form the ground level people should participate to identify their problem, design and execution of the solution. So it is essential to develop a mechanism or platform where everybody can connect with each other. In this situation country like India should think about the use of advance and available communication system to fight against CCD.

6 LIMITATION OF NATIONAL MASS COMMUNICATION SYSTEM TO TACKLE CCD

National media has its own limitation of time and space. They have to focus on entire nation. They are busy with national politics, crime, conflict, cinema, sports, over all national policy and international affairs. They have less scope to cover *Panchayat* meeting, local *dasakathia* talent or village

football tournament. They don't have space or time to discuss on the problems of a particular community. They are not ready to take the opinion of a village farmer, youth, primary school student or 80 year old uncle to understand their problems. Even national media may give space for a village, *mohalla*, but that will be so limited to 1 or 2 out of thousands of problems. National media only can show the problem as tip of Ice Mountain. If someone request to local reporter to cover their village problem, the reporter shows his/her hesitation to cover the story because they may already have 2 or 3 different news story. Some time these types of community news remain in a queue for long time to on air in television. Therefore it takes time or has a less chance to draw attention of authority on ground issues.

Those story which are very important for a village that may not be a big story for national media. Those matter which we should discuss in our village level that may not be a debatable topic in prime time show. Live phone-in program on national channel may not be helpful for everyone. All can't take the chance to talk with expert due to many problems.

So it's a big question that from where people could clarify their doubt? Where from they will get their desired information? Where they can raise their proper voice? How a local talent can express their talent?

Therefore national media can't full fill communication need of a community. It can't become the voice of all villagers or can't be a platform for a small community. There they can't raise their issues. In national media they can't discuss their problem. National media can't provide their all desired information.

7 CONCLUSION

Advance Community communication (ACC) media (television, radio, portal) may act as modern irrigation system to strengthen community communication system. Through community medium like community television flow of information, sharing of idea and opinion can be possible. We can give new touch new direction to early community communication system. Through advance community communication one can understand own community and own people. People can preserve own culture, art & literature, social value system and can direct them in a right direction for betterment of their life and standard of living. Even there are so many huddles to establish and to execute advance community communication but still it is a sure remedy to tackle CCD.

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