



Media for Development Activities: Tools for Assessment

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What are media?

Media are channels of communication.

- ❖ No classification of media is perfect.
- ❖ What is important is how you used media

Some Examples

Mass Media

Posters
Overhead transparencies
Newspaper
Leaflets
Flipcharts
RadioTV shows

Interpersonal

One-on-one conversation
Small-group workshop
Field visits / home visits
Interactive media:
Flipcharts
Posters

Basic Program Cycle

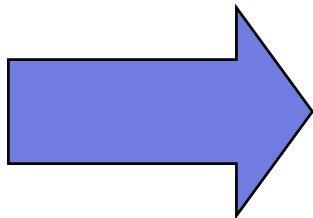
➤ Planning

- Preliminary study
- Need assessment
- I.d. of existing problems
- I.d. of alternative solutions
- Choosing the most appropriate alternative

➤ Implementation

➤ Monitoring of implemented activities

➤ Program evaluation



➤ IEC activities

- Organizational Development and Program Expansion

Major Media Categories for Development Activities

Community Media

Extension Media

Emphasis

- ◆ Mostly on the process
- ◆ Mostly on the content

General Purpose

- ◆ To facilitate communication among the people involved
- ◆ Extension of information from the program to target to support process transfer of knowledge

Specific Purpose

- ◆ To teach “process, planning and problem solving skills
- ◆ Stimulate dialogue and discussion
- ◆ Needs assessment
- ◆ Planning and reflection
- ◆ To provide practical information about technologies and improved practices
- ◆ Documentation of indigenous knowledge

Content

- ◆ Relevant issues and themes for analysis
- ◆ Info on existing situation, problems, potential and solutions available within the village
- ◆ Technical information
- ◆ Technical “know how”

Source of Info

- ◆ Existing situation
- ◆ Peoples knowledge
- ◆ Observation
- ◆ Members of the community
- ◆ Outside experts
- ◆ Reference materials

Media According to its Purpose

- ❑ **Analytical Media**
Shows in a simplified and sometimes in symbolic forms the realities of peoples' lives.
- ❑ **Interactive media**
Use to facilitate multi-directional communication and interaction within the community
- ❑ **Planning Media**
Designed to aid participative planning process such as choosing the appropriate solutions
- ❑ **Informational Media**
Provides information necessary for making a decision. The information is presented in an objective and open way.
- ❑ **Instructional media**
Provides practical "How to" instruction. The info is usually technical In nature.
- ❑ **Promotional Media**
Designed to promote an idea, a set of values, a technology or product.
- ❑ **Motivational media**
Persuades people to do something, to participate, to accept ideas and transform awareness into interest .
- ❑ **Documentation Media**
Documents a certain situation, a process and program experience as a means for review, reflection and sharing of experiences.

