

## **Innovations in the Community Development Process: Culture and Communication**

\*Dr. Zakia Tasmin Rahman \*\*Dr. Ruhi Lal

\*Assistant Professor, Amity School of Communication, Amity University, Uttar Pradesh

\*\* Professor & Head, Manav Rachna International Institute of Research & Studies.  
Faridabad, Haryana.

### **INTRODUCTION**

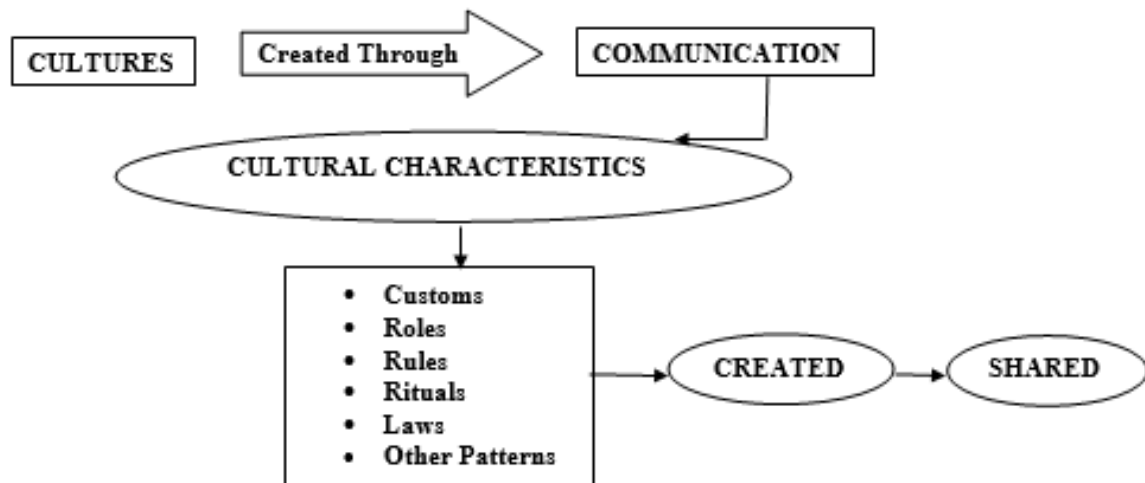
The complex system of rules, rituals, habits, lifestyles, attitudes, beliefs, and practises that unite and give a shared identity to a particular group of people at a certain moment is referred to as "culture" (Johnson, 2013).

Every social group develops its own culture. Even in relationships between two people, a culture emerges over time (Lal & Sharma, 2021). For instance, in friendship and love relationships, partners create their own histories, shared experiences, linguistic patterns, customs, and rituals that give the connection a distinct personality that sets it apart from other partnerships in a number of ways. (Kapur, 2020). Examples include key times, locations, songs, or occasions that have a specific and meaningful symbolic significance for two people. Dress standards, office layout, meeting processes, methods of examining and debating the nature and direction of the organisation, leadership ideologies, and other elements are only a few examples of organisational cultures that can be noticed. (Sarkar & Lal, 2023).

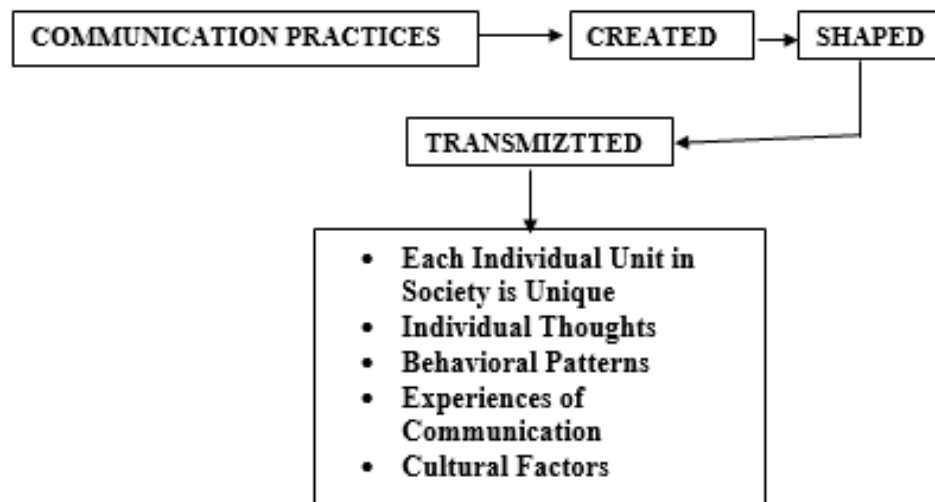
These traits, which include language and language usage patterns, rituals, laws, and customs, are most usually referred to as "culture". The most complex and wealthy cultures are those that are a part of a civilization or a country (Handoyo, 2018). A society's or a country's culture can be defined by important historical occurrences, governing principles, social norms, family practises, religion, economic beliefs and values, and legal conceptions and frameworks. 2021 (Hussain).

Thus, a culture develops through time in any social unit, including relationships, groups, organisations, and societies. All cultures carry out some common duties, even while the individual qualities (or combinations of traits) that distinguish each civilisation are distinctive. Connecting people to one another, establishing a shared identity, and offering a framework for member interaction and negotiation are three of these roles that are particularly crucial in terms of communication (Jansa, 2017).

**Figure 1: Communication – Culture Relationship Model**



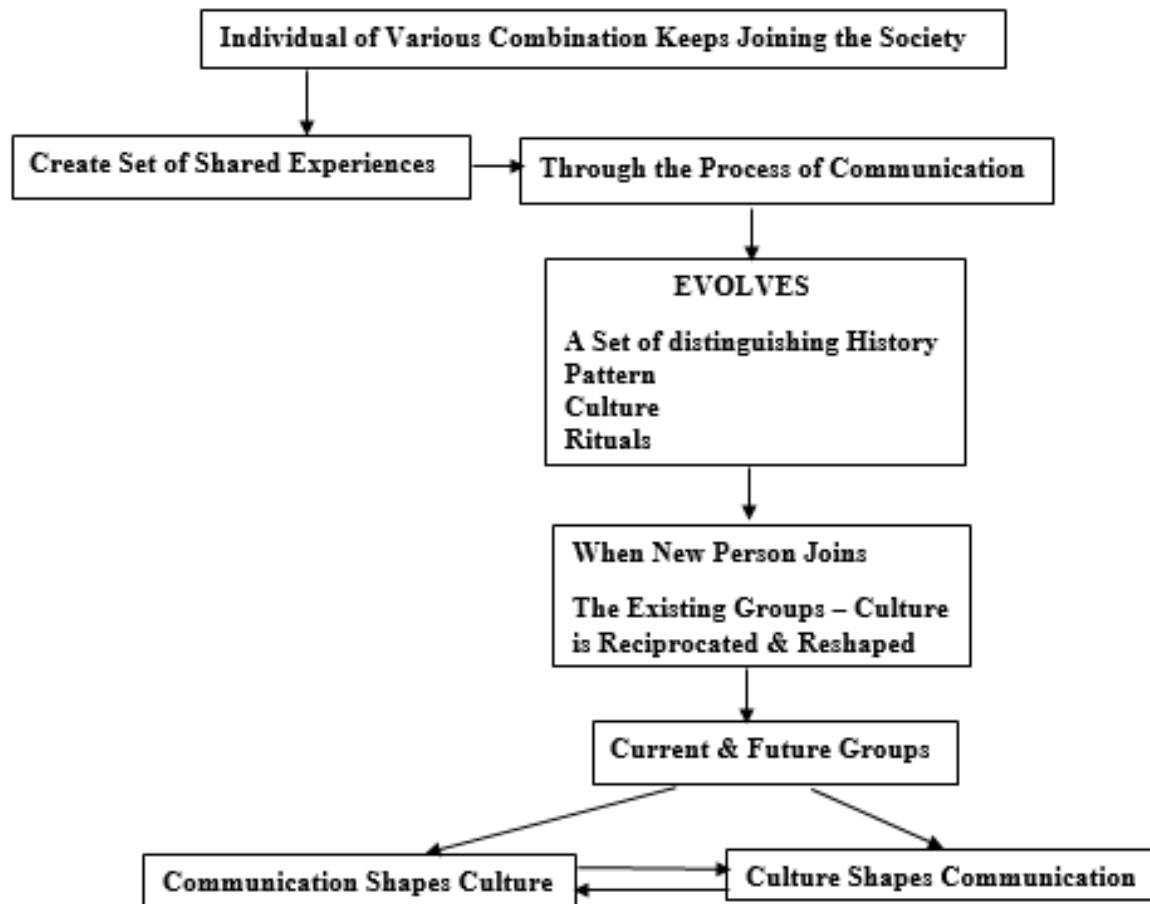
**The Reverse Case is Also Possible**



**Figure 1: Communication-Culture relationship Model**

A complex and subtle relationship exists between communication and culture. Since communication is the means of human connection through which cultural characteristics, such as customs, roles, rules, rituals, laws, and other patterns, are established and disseminated, it plays a role in both the creation and dissemination of cultures. In contrast, culture shapes, propagates, and creates communication practises. Think of ongoing communication progressions rather than a single communication event to grasp the relevance of this communication-culture relationship. Individual thought and behaviour patterns from prior communication experiences and other cultures to which they belong are brought forth by each group member when they first meet.

**Figure 2: Contribution of Every Unit of the Society in Culture and Communication**



**Figure 2: Contribution of every unit of the society in culture and communication**

A collection of common experiences and behaviours arise as each person starts to interact with other people in society through the communication process. If the process is permitted to continue, a unique collection of traditions, rituals, patterns, and histories will appear. Few of these cultural encounters are necessary, so new members must communicate to learn about and acclimate to them. As opposed to that, new group members have an effect on the already-existing group. With the aid of both present and potential group members, this reciprocation process reshapes culture. It is applicable to any culture and communication process. In any culture, communication shapes culture, and culture shapes communication.

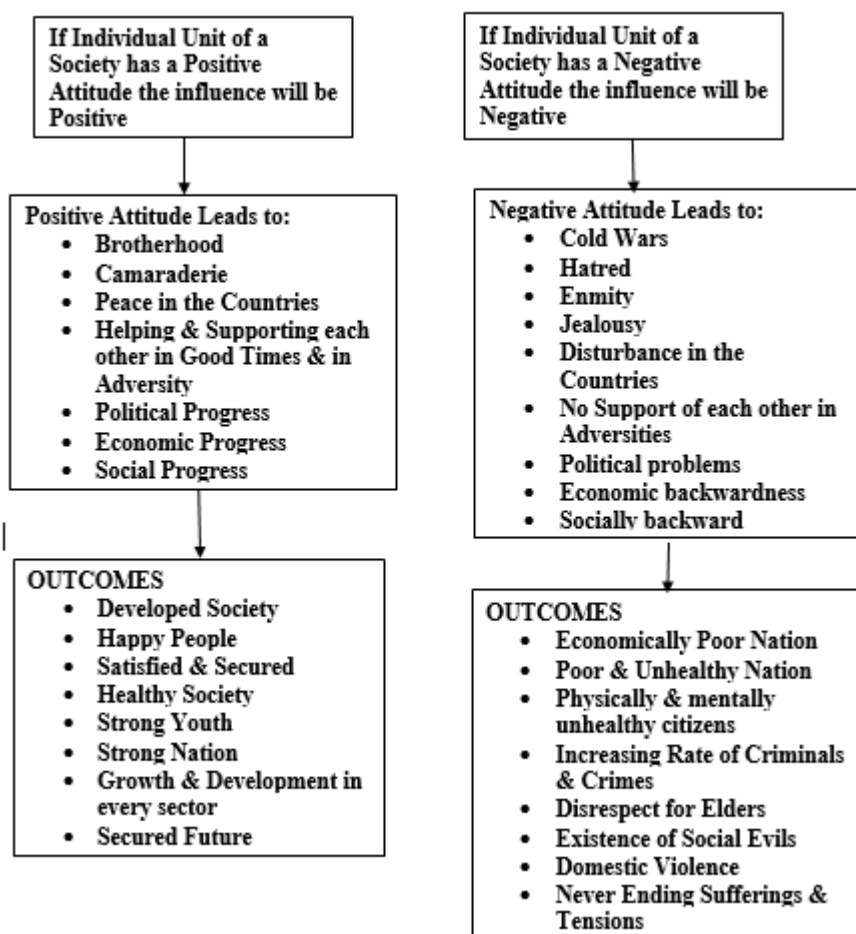
**Table 1: Subjective Perceptions of Individuals**

<b>S/No.</b>	<b>Situations</b>	<b>Positive Attitude</b>	<b>Negative Attitude</b>
1.	Individual's own culture	Own culture is considered to be logical, good and sensible	While other's culture is illogical, negative and nonsensical
2.	People who are employed	Employed people believe they are the busiest people.	The employed people perceive about those who stay at home and takes care of the family as idle, worthless and waste time at home
3.	In a democracy the general public's viewpoint	The citizens have a positive attitude before formation of a new government immediately	With passage of time when demands of the citizens are not fulfilled, citizens form a negative attitude towards the Government
4.	People who are accustomed to informal meetings	They find informal meetings convenient	According to these people formal meetings are time consuming as it takes lot of time to organize, and also large number of formalities are needed to be fulfilled
5.	Employees who work in a place where suits are worn every day and informal dress is the norm	These employees feel proud of their attire and feels smart and makes proud of their dress	These employees feels that informal wears in formal do not bring the sense of responsibility in office

How cultures vary is shown in the table above. It is common to think that one's own culture's components make sense and are rational (Tanaka, 1972). Because of this, when foreign cultures—whether they be in terms of interpersonal interactions, social groupings, organisations, or societies—appears to be different, those differences are commonly interpreted negatively, illogically, and occasionally nonsensically (Tov and Diener, 2009). The behaviour of those from more reticent relational cultures may look unusual, if not wrong, if a person is in a love relationship that includes outward displays of affection (Grossi, Sacco, Blessi & Cerutti, 2010). One would wonder why a happy couple wouldn't show their affection for one another more often in public. The person might even begin to believe that the "reserved" relationship is uninteresting and fleeting. Numerous settings allow for the observation of this phenomenon (Triandis, 2021).

When compared to informal group gatherings, formal meetings can seem stilted and weird to those who are not used to them. Employees from companies where suits are worn on a daily basis may be sceptical of companies where casual attire is the norm. (Beins, 2013). Someone from a culture where males are only allowed to have one wife might think it is disrespectful for men to have multiple wives in other cultures. Dimmendaal (2015) When it comes to culture, many people mistake "different" for "bad," in spite of the truth that all cultural components arise from fundamentally the same communication mechanisms (Karahanna, Evaristo, & Srite, 2005).

**Figure 3: Communication Culture Outcome Model**



**Figure 3: Communication Culture Outcome Model**

Communication and culture are closely entwined. The interrelation happens through the individual in the society. Hence, it is necessary that the process of culture creation should happen with a positive outlook (Bâlc, 2018). A positive attitude can result in positive change in the society. And negative attitude brings negativity in the society. The people in the society must communicate with a constructive attitude with an eye toward the benefit and improvement

of society as a whole in order to make it more peaceful, secure, and developed (Leonard, 2011). The outcome of the communicators in society's optimistic and undesirable features are shown in the above graph.

### **Role of Intercultural Communication**

Culture shifts over time. Cultures are constantly changing, even if the change is slow and imperceptible at times. A number of factors influence cultural change (Croucher, 2020). As previously stated, communication creates cultures, and communication between individuals changes cultures over time (Topcu, & Eroglu, 2017). Each participant in a communication encounter contributes the sum of their past (or present) cultural affiliations to the discussion (Stier, 2009). In some sense, every interaction between people in new groups, organisations, or societies is an instance of intercultural communication, and these diverse cultural interactions gradually affect people and cultures over time (Collier, 1989).

### **Visibility of Culture through various Elements**

Most cultures go ignored. Like how air is invisible to people who breathe it, much of what defines culture in relationships, groups, organisations, or societies is not visible to its participants (Lo Bianco, 2003). Language is, of course, apparent, as are customs for greeting, unique symbols, places, and spaces. On the other hand, it is considerably less evident to certain members of a community what these symbols, greetings, settings, and spaces signify.

Understanding the nature of culture as it relates to communication has several benefits. As a reminder of the communication process that produced these disparities, it first helps to explain the causes of the variations in practises, beliefs, values, and customs among diverse groups and communities. This awareness can and ought to make individuals more tolerant of cultural diversity. Understanding how people adapt to new relationships, groups, organisations, communities, and the cultures associated with them is also helpful. Thirdly, it recognises the importance of communication as a point of contact between cultures and a force for cultural change.

### **Community Development and Communication**

The process of helping a community reach its full potential involves community development (Adedokun, Adeyemo, & Olorunsola, 2010). Long-term development requires communication

as a key element. It is necessary to mobilise community members for community development, but this is only possible when communication is efficient. (LaBerge et al., 2017) ; (Srinivasan et al., 2017; Goran et al., 2017). Excellent joint development activities are a result of effective community communication. Citizens can participate in development through using communication. Participation must be encouraged through communication in order to affect social change among vulnerable and marginalised communities, as this will transform the community. Communication is crucial or acts as a mediator to support and bring about the process of societal transformation. Effective communication will facilitate the transition from an individual-centered deficit model of learning, behaviour development, and change to a communal and community-focused one of participation, appreciation, and equity, claim Sarvaes and Liu (2007).

Community and rural development experts define communication as an interactive process in which information providers and members of the community exchange knowledge, abilities, and information relevant to development. This exchange can take place in person or via media like radio, print, telephones, and cybernetics (Adedokun, Adeyemo & Olorunsola, 2010). Giving rural inhabitants the information and abilities they need to make decisions and enhance their quality of life is one goal of efficient rural communication (Zainal, 2020). Because rural residents are at the centre of any given development initiative, communication is used in this sense for people's participation (Singh et al., 2022) and community mobilisation (Singh et al., 2021), decision making and action, confidence building for raising awareness, sharing knowledge, and changing attitudes, behaviour, and lifestyles (FAO 2006). The systematic and deliberate use of communication tools, including mass media, ICTs, interpersonal channels, and audio-visual content, is known as communication for development (Adedokun, Adeyemo, & Olorunsola, 2010) (Saika et al., 2021). In order to reach consensus on the issues facing development and look for answers to them, to allow all parties to exchange information involved in planning a development attempt, communication must be used (Aruma, 2018

### **Develop Rural Communities**

In rural development, communication is viewed as a social activity that engages every community member in a two-way exchange in which individuals serve as both knowledge providers and information senders (Cavaye, 2001).

The two components of communication for development are information sharing and inspiring field personnel and rural inhabitants during training (Pyakuryal, 1993). The entire potential of development won't be realised until information and technology are successfully shared, and rural residents taking part in the process are motivated to succeed (Wright, 1992). Communication is essential in the face of the many difficulties that rural development faces. These challenges can be identified by

- (a) Information gaps,
- (b) inconsistent messages, and information and communication technologies (ICT) infrastructure that isn't very developed
- (c) One issue in the present day is low ICT skill levels. Olorunsola, Adedokun, and Adeyemo (2010).

It should be emphasised that electronic media are genuinely widely used in organisations and businesses while talking about communication for rural development (Rahman et al., 2022). However, their content is irrelevant to the needs of rural dwellers, it is in a language they do not speak or understand, and using it requires training (Chintakula, 2020). However, it is assumed that the availability of new information technologies and media (Lal , 2023), including the internet, rural radio, mobile phones, and television, increases the number of communication channels accessible and offers the possibility for widespread information access (Kumar & Lal, 2023) and, to a lesser extent, interactive communication (Summers, 1986). To fully utilise the potential of information technologies, connectivity, content, and context issues must be solved in order for electronic communication to be employed in rural development (Thussu 2000).

## **ROLE OF TECHNOLOGY AND MEDIA**

The power of people to generate, replicate, transmit, and preserve messages as well as their ability to develop and increase cultural-building activities are all enhanced by the media (Rahman et al., 2024), which includes television, film, radio, and other forms of communication (Abbaszadeh, Aghdam, Pourhosein & Vosta, 2018). Every civilization has particular customs that some of its members consider to be givens. Few people are aware of their own prejudices because this process of cultural imprinting starts at a very young age (Goman, 2009).



From Du, Gay, et al, (1997) People react to what we speak rather than what we say, communication plays a very important role. Culture provides knowledge of how to react in different situations.

Covarrubias, (2002) The way your business engages employees, communicates information, conducts interviews, and encourages staff voice sharing is referred to as its workplace communication culture. The interaction between co-workers, managers and their teams is also explained by the communication culture (Mane & Lal, 2023). Communication is facilitated by distinct normative beliefs (Thornton, 2019). As a result, interactions between people at all organisational levels and in various communication departments, such as (Shin, 2022), influence the culture of communication (Jain et al., 2023).

1. Business- and business-related communication
2. Communication that happens internally
3. Communication which are done externally
4. Leadership communication
5. Communication with management
6. Disaster communication

Once communication has been established, there will always be a cultural gap between co-workers and higher education among the workforce (Thornton, 2019). We are influenced the way we want to get influenced, if a person from a tiny town is instructing you, it won't make you little, there is always a culture of everything (Schiller & Cui, 2010). Lack of empathy, flexibility, low employee engagement is some consequence of culture (Mallett-Hamer, 2005).

Teams also establish cultures, which are made up of a variety of rules, rituals, and other components that encourage public sector ownership (Al-Tokhais, 2016). Over time, characteristics that define and distinguish a group's cultural difficulties include where and how they customarily gather, whether meetings begin on time or not, what themes are covered, how decisions are made, and how the group meets (Nordby, 2021). Organizations have traditions that are frequently represented in workplace attire, meeting and work customs, methods for appreciating and debating nature, organisational ideals, leadership styles, and other themes (Proctor, 2014).

These components, which include language and language patterns, customs, laws, and customs, are frequently referred to as 'culture'. These cultures are therefore, the most complex and rich. (Berrell, 2021). Important historical figures and events, political ideologies, social norms,

family customs, religious beliefs and practises, economic theories and practises, moral principles and standards, and legal notions and frameworks are all aspects of social or national culture (Abraham, 2019).

Culture increases tolerance, improves health and learning. It can affect our happiness, can influence people for doing crime (Akram, & Kumar, 2017). Values and beliefs can affect our communication, cultural difference between team members brings complexity (Ferreira, Castro, & Gomes, 2020). Language difference between culture and co-culture can also cause major misunderstandings (Pandia, 2018). Real life examples of the places where communication can be felt, seen, heard are rituals and social drama (Tomioka, Kurumatani, & Hosoi, 2017).

### **Local Culture in Community Development**

Numerous options exist for incorporating culture into community and economic development frameworks (Lewis, Agarwal, & Sambamurthy, 2003). The focus point may be culture. Included would be tourism and other initiatives aimed at promoting, preserving, or enhancing regional or local cultures (Tjarve, & Zemte, 2016). When assessing the effectiveness of new or existing development programmes (resource management, environmental protection), culture must also be taken into account (Braden & Mayo, 1999). In terms of development, cultural variables are likely to have a significant impact on the programmes that communities are prepared to adopt and support (Brennan, Kumaran, Cantrell & Spranger, 2005). Therefore, it is crucial that issues and potential remedies be characterised in a specific manner that is congruent with regional culture (Selemon, 2019).

### **Community Development Activities**

It is the culture of human civilization to take care of each and every necessity of the community at large in order to make the society happy, fulfilled, and lead a safe and secure life (Lindsey, Stajduhar, & McGuinness, 2001). This can happen with innovative ideas of the government, citizens, NGOs, Bureaucrats, Political leaders and Youth of every country (Pawar, 2020). They should find means and ways to develop the community in every aspect (Diallo, 2014).

Community development is discussed in a variety of ways. Community development is defined by Neighbourhood and Community Centre Coordinators as:

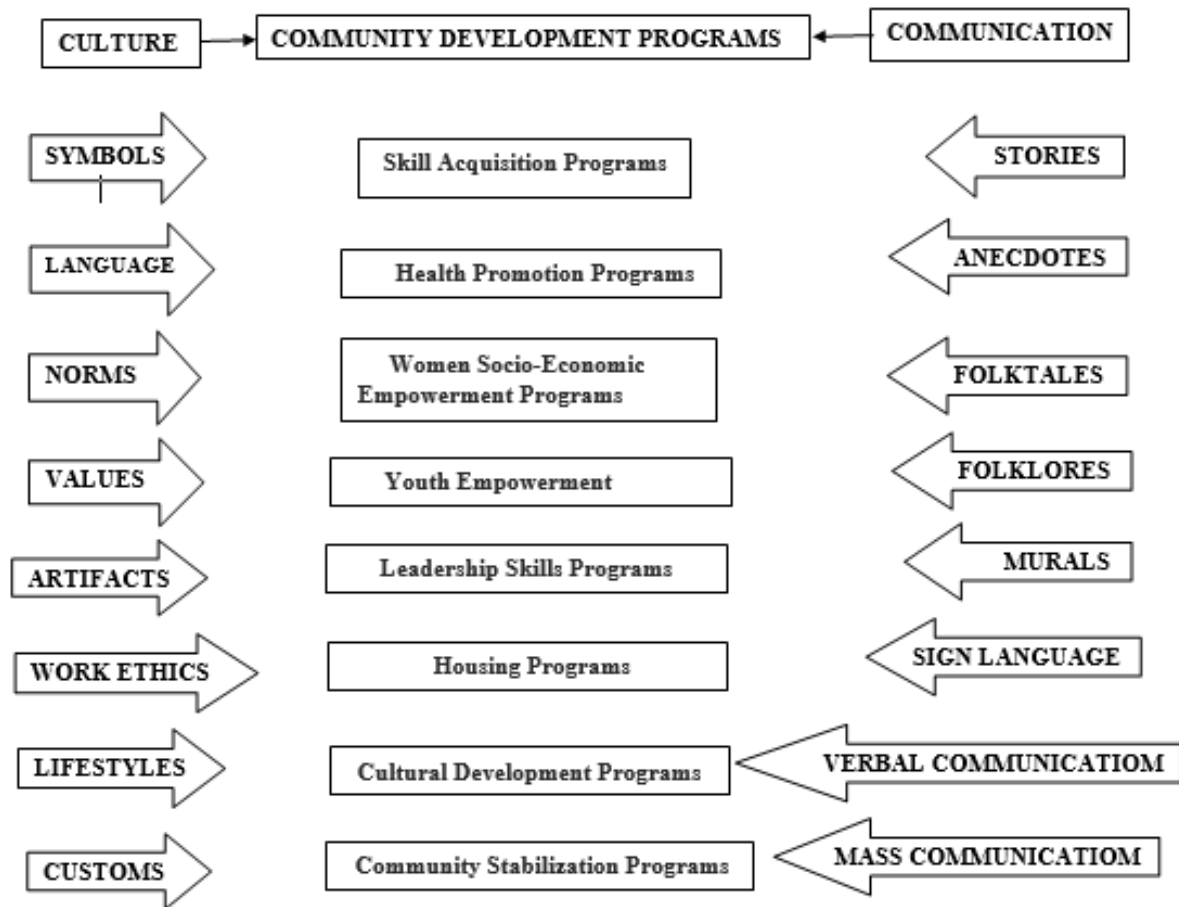
- **Services related to Planning**
- Providing servicing to self-help groups
- Organizing support and groups of social action
- Creating community networks
- Participation in the meeting of inter-agency
- Performing a needs analysis
- Skill Development
- Utilising community resources to satisfy needs
- Raising the standard of living
- Choosing a priority
- The pursuit of social justice
- Strengthening communities and individuals
- Developing modes of communication – Roads, railways, waterways, airways
- Developing in Mass Communication – Print and Electronic media, social media,
- Welfare activities for old people and orphans
- Sanitation and drainage problems to be resolved
- Cleanliness and making the surrounding clean and green

### **Local Culture helps in Development of Community**

Rural areas and residents gain a feeling of identity from local culture (Tjarve & Zemte, 2016). This identity encourages common values, customs, and beliefs, all of which are essential for creating plans of action to enhance wellbeing. Role of culture in building a sense of belonging and solidarity (Flint & Brennan, 2005).

Rural communities and its inhabitants benefit from a feeling of local identity. This identity encourages common perceptions, customs, and values, those are all necessary for developing action strategies to enhance well-being. (Martinez-Fernandez, Kubo, Noya & Weyman, 2012). The development of a sense of community and belonging is influenced by culture. It has an impact on whether rural communities are ready to collaborate to meet specific needs and concerns (Selemon, 2019). Regardless of the state of the economy or the government, residents' dedication to the community can be a useful tool in determining the success of local initiatives and development possibilities (Menon, 2010). Such a commitment based on shared cultural distinctiveness has the prospective to be a crucial tool in maintaining local government, economic, and social betterment efforts (Phillips, Brennan, & Li, 2020).

**Figure 4: Culture Communication and Community Development Model**



**Figure 4: Culture Communication and Community Development Model**

Culture and communication are interconnected to each other. Culture can be spread across in various communities through various processes of communication. The diverse sociocultural elements that make up culture include norms, language, symbols, customs, values, mores, regulations, procedures, technologies, goods, organizations, and institutions. Through communication, all these cultural facets can be taught and made clear. The process of communication can be by telling stories, anecdotes, folktales, folklores, murals that is wall paintings, non-verbal communication, that is, sign language, verbal communication, through various sources of mass communication like radio, newspapers, television, various platforms of social media. Culture and process of communication together will help bringing community development programs in the society. The varied kinds of activities which are of prime importance for societal developments are mentioned in the above model. The community development programs are Skill Acquisition Programs, Health Promotion Programs, Women

Socio-Economic Empowerment Programs, Youth Empowerment, Leadership Skills Programs, Housing Programs, Cultural Development Programs and Community Stabilization Programs. These programmes can be created and distributed to community members, aiding in micro-level growth and development. Additionally, it will contribute to preserving the sustainability of growth and development.

## **CONCLUSION**

The goal of the study was to ascertain how much communication could foster community growth. Society has benefited from culture's expansion, growth, and development over time. Culture has also been disseminating from one generation to another and one geographical location to another through communication.

Various discoveries and inventions happened due to culture and the processes of communication. Innovations in various fields, for example, science and technology, medicine and health science, education sector, health sector, small scale and heavy industries, information technology, social welfare sector, business and management, transport and communications, etc. are happening and also in future it is going to happen. Growth and development of human civilization is a culture which is carried forwarded by people of every generation. It is considered that 'growth is life' and 'stagnancy is dead'.

The study found that excellent communication techniques will encourage community members to take ownership of development activities, that communication is crucial for supporting community development, and that communication can help communities grow. In order for people to actively participate in the process, communication is crucial for community development and should be promoted. The study's objective was to determine how much communication could promote community development.

Even though each culture is distinct, all communication is international. The enormous technological change that our age has seen is strongly echoed in this thought. The revolution has improved the media's power to influence native cultures. Numerous academic works highlight how commercial media has a bad and harmful impact on culture, especially for young people, as well as disruptive impacts on society as a whole. In the "global media environment" of today, the mass media are in a position of power and have the ability to alter or create new cultural and social realities (Said, 1997).

While increasing civilizational cleavages, as predicted by Huntington (1998) in his seminal work "Clash of Civilizations," appears to be the result of developed information media, it is interesting to note that technologically advanced mass media, particularly new media such as the internet and convergent media (TV, internet, and phone), appear to be the cause of cultural homogenization. The world is being divided into numerous blocs with incredibly diverse civilizations as a result of the media's attention on and crystallisation of civilizational distinctions. Cultural differences are currently in danger of disappearing. In contrast to the growing sense of being "different," "white and non-white," "us and them," and other racial overtones, domestic practises and lifestyles in the Far East, the Gulf, Latin America, and most of Asia are comparable to those in Europe. Modern civilizations increasingly rely on mass media, which causes communication tools to work in and spread "virtual or symbolic culture," which is frequently different from the cultural context in which the media are produced. There seems to be a continuing cultural clash between the developed and developing worlds. As a result, it's crucial for emerging nations to understand and extrapolate the possible risks of cultural supremacy, as well as the implications for their cultural policies, cultural industries (such as film, drama, poetry, etc.), and other cultural realms of their life.

## **RECOMMENDATIONS**

After examining various prospects of culture and communication, recommendations are given below:

Members of each community should be made aware of the value of communication in the growth process. To achieve this, members of the community should be made aware of the significance of using the proper language in the proper context, so that each community member's views and opinions on community development are recognised and ultimately lead to collaborative efforts.

Community leaders should make an effort to communicate clearly in order to engage everyone's participation in the process of community development.

Community leaders or community development agents should employ communication techniques and channels relevant to the parties engaged to enable successful information circulation among various participants.

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