

Abstract

Discussions and theories regarding development-related communication have been changing throughout the history of international development since 1950s, showing a similar trajectory of the discourse change. Although it is hard for communication to create instant and tangible results in GDP growth, poverty reduction or longevity, one has to recognize that communication is one of the most effective tools and catalysts to bring about motivation, awareness and behavior change of the recipients, which is the very foundation of social and economic development. Moreover, the scope of development should not be limited to the basics of human development, such as poverty reduction or public health, but rather be extended to the realization of human dignity and well-being. In this regard, communication has to be taken into account when discussing international development.

In recent Post-2015 discussions, participatory growth, inclusive growth, human rights, governance and transparency have been emphasized, and accordingly, the international development community has started to re-recognize the importance of media's role in development. Based on these circumstances, this study aims to look through the development-related communication theories' historical backgrounds, including the case of Korea's development experience, as to shed light on the critical role of Communication for Development (C4D) in international development. Also, this study focused on the cases of other international development donors and international C4D project implementers, mainly on the UN, the World Bank, USAID, DFID and BBC Media Action, whose expertise and learned lessons would be able to be

implemented in KOICA's aid strategies and projects.

In the case of Korea, during the 1960s to 80s when its economical development hit its peak, the authoritarian development regimes successfully made use of media as the propaganda tool to persuade the public to support the government's development policies and strategies. Though the delivery of the message was top-down and center-driven, it bore effective results by using entertainment-education and cultural campaign methods such as movies and television dramas and thus made the public willingly participate and accord with the governments' development policies.

Though in the past the communication methods were used as the advocacy and propaganda tool to support developmental governments' policies and plans, recently, they are now used as tools to enhance the effectiveness and efficiency of development projects and programs by urging behavior and social change of the recipients. Thus, many development donor agencies and organizations are taking C4D approaches, such as Behavior Change Communication (BCC) methods, into their development programs and strategies.

UN agencies, including UNESCO, UNICEF, FAO and UNDP, are mainstreaming C4D throughout their development projects, especially when conducting Common Country Assessment and UN Development Assistance Framework, under the theme of "delivering as one." The World Bank's Development Communication Division (DevComm) is in charge of the Communication for Governance and Accountability Program (CommGAP). USAID has supported media development in former Soviet Union countries in East Europe and the Middle East (such as Afghanistan) for the establishment of independent media and free press, and recently is focusing on media for development in its

partner countries as to support social and behavior change in its C-Change Program. The UK stated its promise to support communication for development in its ODA white paper, and DFID has carried out C4D programs through the Governance and Transparency Fund (GTF), which was established to assist governance, transparency and accountability development in developing countries.

BBC Media Action is one of the world-level implementers of C4D and media development. It carries out not only media program production but target audience survey and country analysis and research, which can support its C4D programs based on evidence. BBC Media Action also established cooperative relationships with the press and the governments of developing countries where its overseas offices are located, which promotes the effectiveness of its projects to support development projects of donor agencies and capability development of journalists in developing countries.

Concerning the past development experience of Korea and its media industry's recent achievements, whose K-pop, drama and movies led a worldwide phenomenon, the potential and capability for Korean media companies to participate in C4D programs are huge. Should they have a development-centered perspective, learn the local cultures and environments of developing countries and cooperate with other international C4D implementers, they will surely play a significant role in the C4D sector of international development. Thus, KOICA needs to design the measures and guidelines to support Korean media companies to gain interest and promote participation.