

## Chapter 2

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# Development Research Traditions and Global Communication

### Learning Objectives

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1. Understand the connection between modernization theory and development communication.
2. Define development journalism.
3. Understand the imbalances and mistaken impressions created by the Western press and their effects on peripheral nations.
4. Introduce Walter Rostow's five stages of economic growth.
5. Explain the inadequacies of the economic growth model.
6. Review the major research traditions: functionalism, structuralism, and professionalism.
7. Define cultural imperialism.
8. Illustrate the example of the substantial differences between Europe and the US in regard to professionalism and journalism training.
9. Explain some Western research failings and how communication has a low-priority status.
10. Introduce the communication scholars H. Schiller and E. Rogers.

### Chapter Outline

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Development journalism/communication

The economic growth model

    The inadequacy of the economic growth model

The research traditions:  
Functionalism  
Structuralism  
Professionalism  
Western research failings  
New departures

## Key Terms

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Modernization theory  
Development journalism  
Economic growth model  
Functionalism  
Structuralism  
Professionalism  
Cultural imperialism

## Activities

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- Have students search the World Wide Web for two articles relating to cultural imperialism.
- Ask each student to browse through the *World Development Report* published by the World Bank. Each student should identify one factor that promotes sustainable development.
- Ask students to browse the International Network for Cultural Policy (INCP) website at [www.incp-ricp.org](http://www.incp-ricp.org) to determine the reason that nations are joining the INCP, the INCP's goals, and the leading members.
- Take-Home Assignment: The economic growth model, developed by Walter Rostow, assumes that development is irreversible. Ask students to explain, in detail, if they agree with this assumption.

## Test Questions – Chapter 2

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### *Multiple Choice*

- 1) \_\_\_\_\_ is the concept that attempts to deal with the needs, positive strengths and aspirations of journalistic endeavors in the peripheral regions.

- a. Electronic colonialism
  - b. Free press
  - c. Development journalism\*
  - d. Developmental press
- 2) The major, Western core-based news agencies such as the Associated Press, Reuters, and Agence France Presse provide about \_\_\_\_\_ percent of all the world's wire-service information.
- a. 90\*
  - b. 42
  - c. 51
  - d. less than 20
- 3) Western core media value freedom of the press, free speech, and the free flow of information. However, most LDCs reject these and related values as:
- a. Unimportant compared to cultural issues
  - b. Government controlled
  - c. Luxuries\*
  - d. Americanization
- 4) Which reason does NOT explain why many media corporations based in Europe and North America have reduced the number of reporters in Africa, Asia, and Latin America?
- a. Cost of stationing full-time reporters in foreign countries
  - b. Ease of airline travel plus portability of equipment for quick response
  - c. Tension between the cultures\*
  - d. Perception of a lack of interest among editors and management concerning routine events in distant lands
- 5) Who is the author of *The Stages of Economic Growth*?
- a. Walter Rostow\*
  - b. Thomas Shannon
  - c. Anthony Giddens
  - d. Everett Rogers

- 6) Who was one major pioneer of mass communication research?
- Lazarsfeld\*
  - Giddens
  - Rogers
  - Rostow
- 7) One research tradition, structuralism, contends the central finding that exporting corporations establish ground rules in such a way that the peripheral nations are at a structural disadvantage from the start. Which one of the following terms best fits this statement?
- Capitalism
  - Cultural imperialism\*
  - Monopoly
  - Ethnocentrism
- 8) Professionalism, as a body of research, does not have a parallel counterpart in European communication studies. What is the main difference between how European communication scholars are trained compared to North American traditions?
- European communication scholars are taught through apprenticeships.\*
  - European communication scholars are taught at major US universities.
  - European communication scholars are self-taught.
  - There is no difference.
- 9) The repugnance against Americanization has led some critics of US cultural influences to call it \_\_\_\_\_.
- McWesternization
  - Westie
  - Westoxification\*
  - None of the above
- 10) Why did imported economic practices, technologies, and media often create confusion in LDCs?
- People were unwilling to undergo cultural change.
  - Traditional systems were unable to support the required change.\*
- (p. 10)

- c. Governments controlled information.
  - d. None of the above.
- 11) Which of the following is NOT a major research tradition within the discipline of communication?
- a. culturalism\*
  - b. structuralism
  - c. professionalism
  - d. functionalism
- 12) Blockbuster has approximately how many stores outside the US?
- a. 650
  - b. 6,200
  - c. 2,600\*
  - d. less than 100

### *True/False*

- 13) Development journalism encourages reproduction of Western media models. (F)
- 14) Over two-thirds of available global video programming comes from the United States. (T)
- 15) The World Bank and local private enterprises in peripheral nations are widely praised for their encouragement of economic growth. (F)
- 16) A recent World Bank *World Development Report* states that developing countries are still worse off than core nations in terms of economic growth. (T)
- 17) Communication includes much more than messages and the recognizable circuits through which the messages flow; it heavily influences the basic social arrangements of living. (T)
- 18) US students of communication have been effective in explaining and recognizing communication in the context of an overall social system and as a source of power. (F)

### *Short Answer/Essay*

- In 1998, the World Bank published a report as part of the *World Development Report*. What three lessons were stated as particularly important to the welfare of the billions of people in peripheral countries?

- What would likely happen if a Blockbuster video store opened in a semiperipheral or peripheral nation?
- How does illiteracy impact the adequacy or inadequacy of the economic growth model?
- In order, what are the five stages of Walter Rostow's *Stages of Economic Growth*?
- How are a nation's economy and its mass media linked? (Answer: the better the economy the higher the income available for purchasing mass-media software; need high literacy for magazines and newspapers, which is related to GNP; and a good educational system to teach people to read).
- Discuss the weaknesses of Western research into international communication.
- Explain Anthony Giddens' concept of modernization in terms of Marshall McLuhan's "global village."
- Name, and briefly describe, each of the three major research traditions in the discipline of communication.