

ISSUES IN DEVELOPMENT



A REPORT ON A WORKSHOP ON DEVELOPMENT COMMUNICATION

CONDUCTED BY

SAM RUFUS. LEARNING PERSON (EPIC)

4 November 2016

VENUE: CONFERENCE HALL, MASS COMMUNICATION AND
JOURNALISM DEPARTMENT

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INTRODUCTION

A one day workshop was conducted by the department of Mass Communication and Journalism for the students of Communication for development (C4d) by a guest faculty teacher named Sam Rufus on 4th November. He taught the students on effective communication and how communication is very essential in grassroots for the development of people. The workshop was attended by 7 students of the c4d batch. The workshop was divided into four sessions.

About SAM RUFUS

Sam Rufus is the Founder-Director of EPIC (Enriching people in creativity). He has spent over three decades on the creative side of advertising with multinational agencies in India, the US and Australia. He has captured this enormous experience to take people empowerment to a different level- Human Resource Development (HRD). Sam prefers to zip all his professional competencies and experience into just two words: *learning person*

MORNING, 9 A.M

The workshop was started with an inaugural session of few minutes, where Professor Mrs. Anjuman Bora introduced the students to Sam Rufus; the students also introduced themselves to him, speaking of what has interested them to choose C4D. He told the participants that he loved to be with people, he was a commerce student studying Finance and now works for advertisements. He guided the students to learn from failure, with an example that people who sink are either they don't know to swim or they don't want to swim. He said that there is joy and thrill in learning and if one learn, one don't require to study. Working in the grassroots one should have a clear destination, must be impatient to achieve it. He told that to have effective communication in advertisement, one should follow the rule of AIDA, where A means attention; I for interest; D for desire and A stands for act. He said that development communication is learning, it is not mere information.

He told the participants the story of an eagle, The Eagle has the longest life-span of it's species. It can live up to 70 years. But to reach this age, the eagle must make a hard decision. In it's 40th year its long and flexible talons can no longer grab prey which serves as food. Its long and sharp beak becomes bent. It's old-aged and heavy wings, due to their thick feathers, stick to it's chest & make it difficult to fly. Then, the eagle is left with only two options: DIE or go through a painful process of CHANGE which lasts 150 days. The process requires that the eagle fly to a mountain top and sit on it's nest. There the eagle knocks it's beak against a rock until it plucks it out. Then the eagle will wait for a new beak to grow back and then it will pluck out it's talons. When it's new talons grow back, the eagle starts plucking it's old-aged feathers. And after 5 months, the eagle takes its famous flight of rebirth and lives for 30 more years. Why is change needed? Many times, in order to survive we have to start a change process. We sometimes need to get rid of old memories, habits and other past traditions. Only freed from past burdens, can we take advantage of the present?

This story holds a strong grab in the participants mind. It helps them to have a vision and remain focused no matter what the obstacles are.



ACTIVITY

The participants were asked to list out five things that they want to change about themselves after a week. Every participant listed out five things and discussed among the class what they want to change about themselves. The faculty teacher asked the participant to work on the things they want to change after a week.

OUTCOME

Every participant was motivated to change themselves after a week that they want the change in them.

AFTER TEA BREAK

After the tea break the participants were taught about the barriers in communication. He told that



in communication the message what is said by the sender may not be exactly received by the receiver the way the sender intended. There are many barriers to communication and these may occur at any stage in the communication process. Barriers may lead to your message becoming distorted and you therefore risk wasting both time and or money by confusing and misunderstanding. Effective communication involves overcoming these barriers and conveying a clear and concise message.

Sam Rufus using the bird's cage metaphor

ACTIVITY

Mr. Sam asked one of the participants to look at a picture and communicate with the other participant draw the picture without using any body language. No one was able to draw the picture what the participant guided the others to draw.

OUTCOME

This activity helps the participant to understand that a sender takes it for granted that the receiver knows some basic things and, therefore, it is enough to tell him about the major subject matter.

AFTER LUNCH BREAK

The third session started by 3pm, where Mr. Sam showed the participants videos and pictures. He told them that development communication is about bringing light in darkness. When things are not working properly in communication, the paradigm must be changed. Everyone has different perceptions. In grassroots some people can see the government policies beneficial for them very

quickly, while others may not because of the different perceptions they have because of the different barriers they are being surrounded.

According to him, C4D is a way to amplify voice, facilitate meaningful participation, and bring about a decisive social change through a process of sustained empowerment.

ACTIVITY

The participants were shown a picture, where everyone saw different things in the picture, everyone perception about the picture was different. After lot of discussions everyone was able to see the message what the picture says.



OUTCOME

The participant learned that people perceive things differently. People choose to select different aspects of a message to focus our attention based on what interests them, what is familiar to them or what they consider important.

Students Presenting their

work

AFTER TEA BREAK

After a break of 10 minutes, Mr. Sam taught the participants about the six different thinking hats, which are:

White hat- This covers facts, figures, information needs and gaps.

Red hat-This covers intuition, feelings and emotions.

Black hat-This is the hat of judgment and caution.

Yellow hat- This is the logical positive. Why something will work and why it will offer benefits.

Green hat- This is the hat of creativity, alternatives, proposals, what are interesting, provocations and changes.

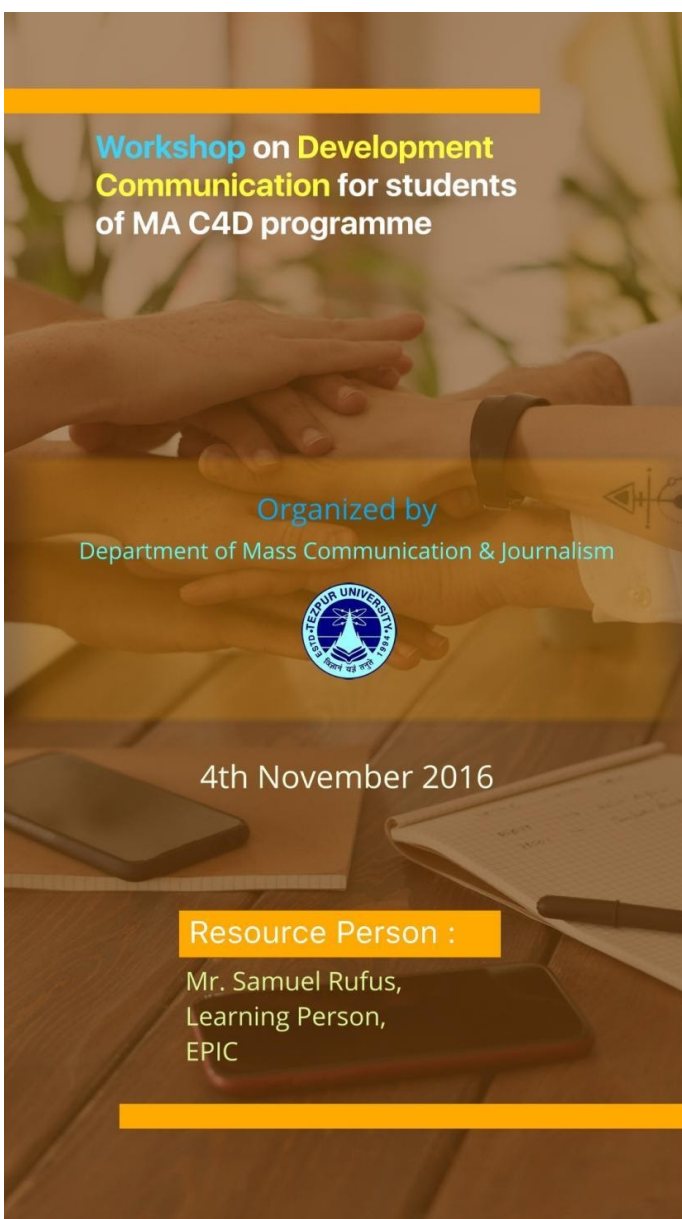
Blue hat-This is the overview or process control hat.

He told that in working or identifying development challenges or issues one must wear the white hat, which means one must be neutral, focus on information available, objective facts, what is needed and how it can be obtained.

After the use of white hat, one must apply the green hat. This means one should be creative, in generating ideas how a problem can be handled. One must have alternative to a idea which don't work.

CONCLUSION

After completing different activities and exercises Mr. Sam Rufus gave his final lecture to the students of C4D also shared his experience of his 4 day long trip in Tezpur University especially in Mass communication and Journalism Department. At last the workshop ended with a vote of thanks given by Punam Talukdar, a student of C4D.



Poster of the Workshop

Workshop Poster

