TECH3501-18 Community Media Leadership
Lecture 001 - What Is Community Media Development?

1   Introduction & Welcome:
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- How Community Media is Being Developed at DMU
- Links with DMU Local & DMU Global

1.   http://www.dmu.ac.uk/dmulocal/dmu-local.aspx

2.   https://www.dmuglobal.com/

Module Wiki Page - For notes, updates and links:
https://wiki.our.dmu.ac.uk/w/index.php/TECH2503_Community_Media_Production

2   Questions over the present module
(Monbiot, 2016)

2.1   Grenfell Media Tower - The media have dismissed the community with hollow platitudes
Ishmahil Blagrove says how the community feel under the shadow of Grenfell, lessons not being learnt from Camberwell in 2009 and how the mainstream media facilitate and validate the government's failures.
https://youtu.be/cXw-BVGiNkk

The appalling destruction of Grenfell Tower and the lives of so many who lived there has exposed what society, in its heart, already knows: our housing cannot continue to be subject to the market's desires, needs or fluctuations. If some housing is regarded as being more valuable, more desirable, corners will always be cut in the places where there is less financial return. The same goes for people: the most disadvantaged always suffer most from the mistakes of the powerful. https://www.theguardian.com/commentisfree/2017/jun/16/grenfell-tower-price-britain-inequality-high-rise?CMP=Share_iOSApp_Other

Tropical Storm Harvey has left in its wake upended lives and enormous property damage, estimated by some at $150-$180bn. But the storm that pummelled the Texas coast for the better part of a week also raises deep questions about the United States' economic system and politics. It is ironic, of course, that an event so related to climate change would occur in a state that is home to so many climate-change deniers – and where the economy depends so heavily on the fossil fuels that drive global warming. https://www.theguardian.com/us-news/2017/sep/08/harvey-markets-hurricanes-katrina-sandy-political-action-disasters

Hurricane Irma leaves UK's Caribbean tax havens relying on volunteers
https://www.theguardian.com/world/2017/sep/16/hurricane-irma-bvi-uk-government

Are you a statist or a free marketeer? Do you believe that intervention should be minimised or that state ownership and regulation should be expanded? This is our central political debate. But it is based on a mistaken premise. Both sides seem to agree that state and market are the only sectors worth discussing: politics should move one way or the other along this linear scale. In fact, there are four major economic sectors: the market, the state, the household and the commons. The neglect of the last two by both neoliberals and social democrats has created many of the monstrosities of our times. Both market and state receive a massive subsidy from the household: the unpaid labour of parents and other carers, still provided mostly by women. If children were not looked after – fed, taught basic skills at home and taken to school – there would be no economy. And if people who are ill, elderly or have disabilities were not helped and supported by others, the public care bill would break the state. https://www.theguardian.com/commentisfree/2017/sep/27/rich-assets-resources-prosperity-commons-george-monbiot

3   Framework for Economic & Community Development
(Philips & Pittman, 2015)

According to Philips and Pitman, "Community development is defined in many different ways; some think of community development as an outcome – physical, social, and economic improvement in a community – while others think of community development as a process – the ability of communities to act collectively and enhancing the ability to do so" (Philips & Pittman, 2015, p. 3).

"A major contribution to community development has been the recognition that a city or neighbourhood is not just a collection of buildings but a 'community' of people facing common problems with untapped capacities for self-improvement" (Philips & Pittman, 2015, p. 3).

"Today community is defined in many different ways: in geographic terms, such as a neighbourhood or town (place-based or communities of place definitions); or in social terms, such as a group of people sharing common chat rooms on the internet, a national professional association, or a labour union (communities of interest definitions)" (Philips & Pittman, 2015, p. 3).

Community development as an area of study is interdisciplinary, but it doesn't seem to include community media as a standard approach or technique.

"Given community development's origins in social advocacy and calls to action, the emphasis on equality is a common thread. The need for social reform and social justice has always been present, and continue to be critical across communities" (Philips & Pittman, 2015, p. 5).

Community development should not be conflated with economic development, which sees the measure of social enhancement as a result of economic growth and business development only.

3.1   Definitions of Community

"'People who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live' (Mattessich and Monsey 2004: 56)."

"'A grouping of people who live close to one another and are united by common interests and mutual aid' (Mattessich and Monsey 2004: 56)."

"'A combination of social unites and systems which perform the major social functions… the organisation of social activities' (Mattessich and Monsey 2004: 57)."

Definitions of community need to remind us that communities are comprised of people and are not just a collection of buildings.

What are the social and psychological ties that indicate that a community is active?

Community development is ***process*** based, for example:

- An educational process defined to help adults in a community solve their problems by group decision making and group action.

- The active voluntary involvement in a process to improve some identifiable aspect of community life; normally such action leads to the strengthening of the community's pattern of human and institutional patterns.

Community development is ***outcomes*** based, for example:

- Local decision making and the development of programmes designed to make the community a better place to live and work.

- A group of people in a locality initiating a social action process to change their economic, social, cultural and/or environmental situation.

- A series of community improvements which take place over time as a result of the common efforts of various groups of people.

3.2   Community Development Definition

"A *process*: developing the ability to act collectively, and
An *outcome*: (1) taking collective action and (2) the result of that action for improvement in a community in any or all realms: physical, environmental, cultural, social, political, economic, etc." (Philips & Pittman, 2015, p. 8).

3.3   What Facilitates Community Development?

"The community development literature generally refers to… *social capital* or *social capacity*" (Philips & Pittman, 2015, p. 8).

- The abilities of residents to organise and mobilise their resources for the accomplishment of consensual defined goals.

- The resources embedded in social relationships among persons and organisations that facilitate cooperation and collaboration in communities.

"Simply put, social capital or capacity is the extent to which members of a community can work together effectively to develop and sustain strong relationships; solve problems and make group decisions; and collaborate effectively to plan, set goals, and get things done" (Philips & Pittman, 2015, p. 8).

"There are four other forms of 'community capital' often mentioned in the community development literature:
- Human capital: labour supply, skills, capabilities and experience, etc.;
- Physical capital: buildings, streets, infrastructure, etc.;

- Financial capital: community financial institutions, microloan funds, community development banks, etc.;

- Environmental capital: natural resources, weather, recreational opportunities, etc." (Philips & Pittman, 2015, p. 8).

"The more social capital a community has, the more likely it can adapt to and work around deficiencies in the other types of community capital. When conducting community development assessments, it is useful to think in terms of these five types of community capital" (Philips & Pittman, 2015, p. 8).
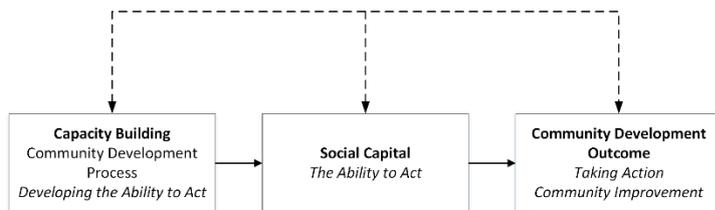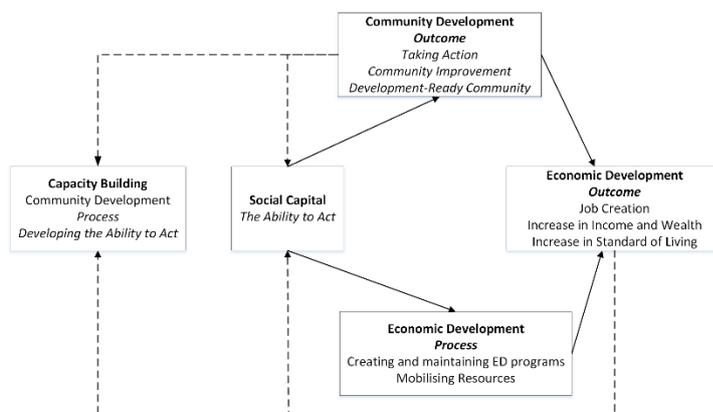

Community Development Chain

3.4   Economic Development

Often economic regeneration as reduced to a 'Zero-Sum Game' in which communities chased investment by offering lower taxes than their neighbours, but often businesses chose to locate in areas with a strong skills base and a cohesive social identity, as this was better suited to attracting and retaining workers.

"As communities realised that there were other ways to create jobs, they began to focus on internal opportunities such as small business development and ensuring that businesses already located in the community stayed and expanded there. Many communities also realised that by improving education, aesthetics and amenities to make life better, environmental conditions, government services, local labour skills and supply, and the business climate in general, they could make themselves more attractive to both internal and external investments" (Philips & Pittman, 2015, p. 11).

"The community development chain is...: capacity building (the process of community development) leads to social capital which in turn leads to the outcome community development. In addition, communities with social capacity (the ability to act) are inherently more capable of creating good economic development programs should they chose to do so. When these communities take action (community development outcome), they create and maintain effective economic development programs that mobilise the community's resources. They also improve their physical and social nature and become more development ready, which leads to success in business attraction, retention and expansion, and start-up" (Philips & Pittman, 2015, p. 17).

Community and Economic Development Chain

"Citizens should understand the community and economic development chain, in order to move their communities forward efficiently and effectively. While community developers might not believe they are practicing economic development and vice versa, in reality, they are all practicing community economic development" (Philips & Pittman, 2015, p. 17).

4 Seven Theories for Seven Community Developers
(Hustedde, 2015)

"Theories are explanations that can provide help in understanding people's behaviour and a framework from which community developers can explain and comprehend events" (Hustedde, 2015, p. 22).

"Community development [is] the process of creating or increasing solidarity and agency… Solidarity is about building a deep sense of shared identity and a code of conduct for community developers. The developers need that solidarity as they sort through conflicting visions and definitions of problems among ethnically and ideologically plural populations" (Hustedde, 2015, p. 22).

"According to Giddens, agency is 'the capacity to intervene in the world, or to refrain from intervention, with the effect of influencing a process or state of affairs' (1984: 14)" (Hustedde, 2015, p. 23).

"Community development is intended to build capacity, which make it different from other helping professions. Community developers build the capacity of a people when they encourage or teach others to create their own dreams, and to learn new skills and knowledge. Agency or capacity building occurs when practitioners assist or initiate community reflections on the lessons its members have learned from their actions. Agency is about building the capacity to understand, create and act, and reflect" (Hustedde, 2015, p. 23).

"Following this definition of community development, there are seven major concerns involving solidarity and agency building: (1) relationships, (2) structure, (3) power, (4) shared meaning, (5) communication for change, (6) motivations for decision making, and (7) integration of these disparate concerns and paradoxes within the field" (Hustedde, 2015, p. 23).

(1) "Relationships are linked to a sense of solidarity. How critical are trust and reciprocity in the community development process? What is essential to know about relationship building?

(2) Structure refers to social practices, organisations, or groups that play a role in solidarity and capacity building. It also refers to the relationships among them. Some of these social practice and organisations may have a limited role. Therefore, to establish solidarity, new organisations may need to be built and/or existing ones could expand their missions.

(3) Power refers to relationships with those who control resources, such as land, labour, capital, and knowledge, or those who have greater access to those resources than others. Since community development is about building the capacity for social and economic change, the concept of power is essential.

(4) Shared meaning refers to social meaning, especially symbols, that people give to a place, physical things, behaviour, events, or action. In essence, solidarity must be built within a cultural context., Individuals and groups give different meanings to objects, deeds, and matters… Community developers need to pay attention to these meanings if they wish to build a sense of solidarity in a particular community or between communities…

(5) Communication fo0r change is linked to the concept of full participation, a consistent value in the community development literature. Within a framework often dominated by technicians, the corporate sector, or national political constraints, practitioners raise questions about how the voice of citizens can be heard at all.

(6) Motivation can influence many aspects of community development. It helps us understand whether people will or will not become involved in a community initiative. It also affects making difficult public

choices, a process which usually involves thinking through all the policies to decide which will maximise individual and collective needs. Who is more likely to win or lose if a public policy is implemented? What are the potential consequences on the other aspects of life if the policy is carried out. Essentially the process of making rational choices can be nurtured as a form of capacity building.

(7) The integration of paradox and disparate macro and micro concerns are part of community development practice. How does one reconcile concerns about relationships, power, structure, shared meaning, communication for change, and motivational decision making?

Is there a theory that ties some of these economic, political and sociological concerns together?" (Hustedde, 2015, pp. 23-24).

Concerns and Related Theories

	Concern	Related Theory
1	Relationships	Social Capital Theory
2	Structure	Functionalism
3	Power	Conflict Theory
4	Shared Meanings	Symbolic Interactionism
5	Communications for Change	Communicative Action
6	Motivations for Decision Making	Rational Choice Theory
7	Integration of Disparate Concerns/Paradoxes	Giddens' Structuration

(Hustedde, 2015, p. 24)

5 Participation
(Lennie & Tacchi, 2013)

Communications for Development (C4D)

"Communication for development is the use of communication processes, techniques and media to help people toward a full awareness of their situation and their options for change, to resolve conflicts, to work towards consensus, to help people plan actions for change and sustainable development, to help people acquire the knowledge and skills they need to improve their condition and that of society, and to improve the effectiveness of institutions" (Fraser and Restrepo-Estrada, 1998: 63 quoted in Lennie & Tacchi, 2013, p. 4) .

"Participatory theories and approaches are particularly highlighted in C4D because of the nature of communication itself. Yet despite the prominence of ideas around the participatory nature of communication, older modernisation paradigms have not been completely displaced" (Lennie & Tacchi, 2013, p. 5).

"C4D intrinsically links communication with participatory development, for example by insisting that communicating relates to dialogue rather than message delivery. However, participation is a contested concept, with many faces. The concept of participation can be grounded in democratic theory, although what constitutes democratic participation is also contested and varied, so that democracy is at the same time the language of military imposed change, neo-liberal market forces and international development agendas" (Lennie & Tacchi, 2013, p. 9).

6 Community Development Behaviour, Roles & Goals
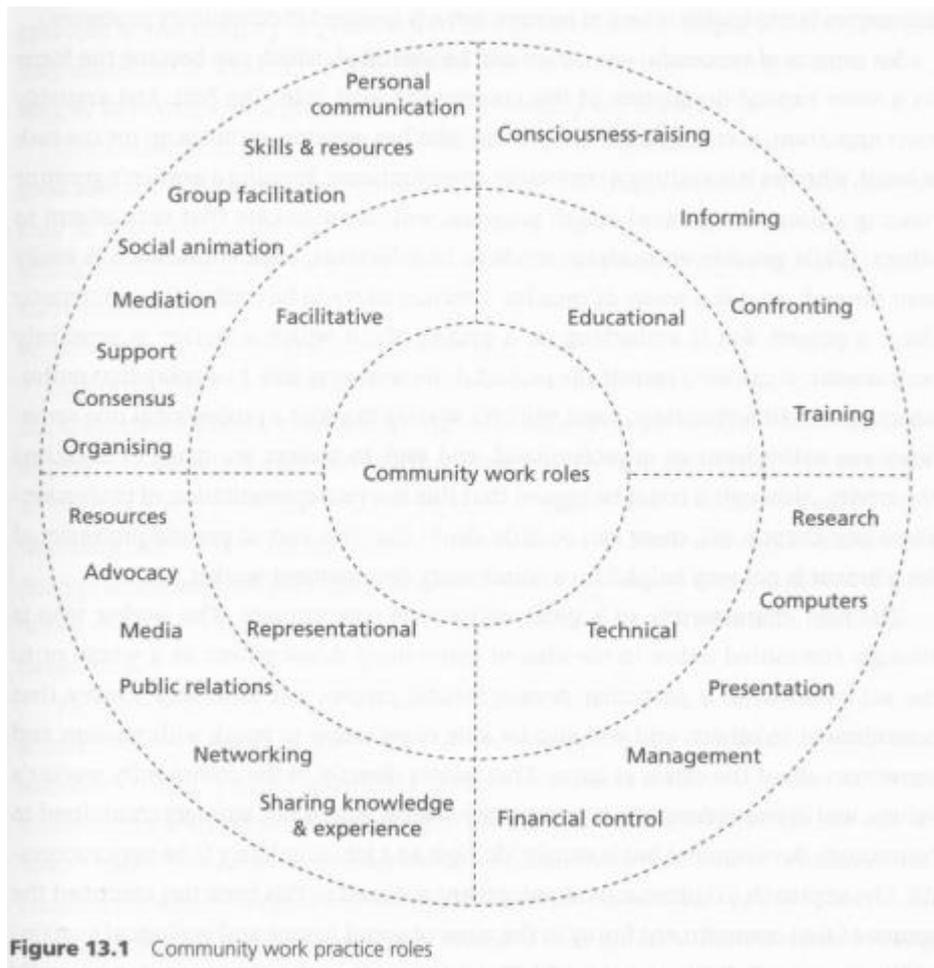(Keirsey, 1998)

Figure 13.1 Community work practice roles

(Ife, 2013, p. 307)

"Attention might be given, therefore, to the interaction of different social processes, as they are embodied in a set of roles that individuals assume and act out in their social and organisational situations, rather than simply as they might be said to operate discursively in the institutional arrangements, the textual products, the policy arrangements, and the inherited scholarly debates that preceded empirical examination. This is why Herbert Blumer insists that an empirical researcher should put preceding concepts and ideas out of their mind before they enter the field, and that they should not attempt to hypothesise or instrumentalise the situation before them" (Watson, 2017, p. 256).

Community Media Roles

Role	Motivation	Action
The Activist	Promotes social change	Campaigning & political action
The Steward	Ensures continuity	Support for institutions & guiding social change by degree
The Representative	Encompasses all views	Speaking on behalf of others
The Collaborator	Ensures active participation	Getting people working together
The Cipher	Uses established & accumulated knowledge	Relating a pre-determined message
The Consumer	Uses & incorporates what is at hand	Combines and uses media products at hand
The Inspector	Ensures things are ready to work	Checks that work is undertaken at appropriate standards
Devotees	Plays a role in the existing social order	Follows figureheads and leaders

(Watson, 2017, p. 255).

MBTI Role		Disposition	Action	Social Role
Artisan	Operator Entertainer Playmate Liberator Negotiator	Present – Hedonistic Future – Optimistic Past – Cynical Place – Here Time - Now	Harmonic Tactical Artcraft Artistic	**Promoter** **Crafter** **Composer** **Performer**
Guardian	Administrator Conservator Helpmate Socialiser Stabiliser	Present – Stoical Future – Pessimistic Past – Fatalistic Place – Gateways Time - Yesterday	Associative Logistical Commerce & Material Dependable	**Supervisor** **Inspector** **Provider** **Protector**
Rational	Coordinator Engineer Mindmate Individuator Visionary	Present – Pragmatic Future – Sceptical Past – Relativistic Place – Intersections Time - Intervals	Deductive Strategic Sciences & Systems Ingenious	**Field-Marshall** **Mastermind** **Inventor** **Architect**
Idealist	Mentor Advocate Soulmate Harmoniser Catalyst	Present – Altruistic Future – Credulous Past – Mystical Place – Pathways Time - Tomorrow	Inductive Diplomatic Humanities Empathetic	**Teacher** **Councillor** **Champion** **Healer**

This table "maps out some of these dispositions in general terms (Adapted from Keirsey, 1998, p. 62), though there is a considerable amount of study, investigation and explanation needed to orient and validate this framework in the context of community media. It does, however, indicate that this kind of framework might be a productive and informative route on which to guide future studies of community media, especially given the challenge that this study has had in illustrating and defining any kind of unified or objective social process that might be said to embody or underpin participation in community media. To repeat and adapt Blumer's assertion, participation is a neutral social process, and so we are drawn, as a consequence, to the fact that the people who define, adopt and play out these roles, and thereby endorse different lines of action in pursuant of social accomplishment (the very indicator of social change), are not neutral, and that they are themselves the agents and drivers of social change. This, then, is the ongoing process that is in need of further study, and provides a retort to the research question asked earlier" (Watson, 2017, p. 257)

"Intercultural communication is communication (verbal and/or non-verbal) between individuals from different cultures. Essential to intercultural communication are two concepts: communication and culture" (Croucher, 2017, p. 7).

"Po9litically, the need for intercultural communication is immense. Almost every nation in the world today is grappling with multiculturalism, or the political, social/cultural acceptance, promotion, or rejection of multiple cultural groups residing in the same society. In essence, it is how much a society tolerates or promotes diversity and the co-existence of different groups within that society" (Croucher, 2017, p. 8).

> *The social process of participation is neutral, but people's objectives are goal driven and therefore divergent, and this is what qualifies as social change.*

7   References

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