Empowering Communities through Understanding Development Communication

Angel Beah Canonigo, John Dherick Cabuguas, Ellian Domo, Earl Joshua Sabior, Hubert Kid Sanchez, Melbert Ople

Department of Communication, Cebu Technological University, M.J. Cuenco Ave, Cor R. Palma Street, Cebu, 6000, Philippines.
elliandomo@gmail.com

ABSTRACT

This study aims to make an impact by adhering to social changes and 7collaborative efforts in empowering communities to be prosperous. Through an extensive examination of communication methods, the research attempts to clarify how knowledgeable and committed communities support sustainable development. This study examines the potential for change in "Empowering Communities through Understanding Development Communication." This also emphasizes the value of educating people especially young children, encouraging collaboration, creating and sharing ownership in communities. The study is intended to educate students, employees, people live in the communities and lastly the governments by emphasizing the essential part that development communication in creating open and strong communities.

Keywords: Empowering communities

I. Introduction

Development communication is essential s crucial for encouraging a healthy community transformation. It is an effective instrument for empowering people within the society by understanding the core, and advancing sustainable development. The importance of development communication in building positive communities will be its values, implementations, and chances for social change. Developing agreement and promoting knowledge sharing are the goals of development communication, that aims to improve development activities. It uses two-way communication, community discussion, and testing apart from information dissemination and this also improve community knowledge, engagement, and collaboration in order to promote positive change. This method highlights the critical role that good communication plays in promoting sustainable development, giving people the ability to make informed decisions, and supporting a sense of shared responsibility among community members. In understanding of development communication, communities may take an active role in directing their own development, resolving issues, and creating inclusive, resilient societies.

II. Statement of the Problem

This study will determine different strategies in empowering communities by adhering social exchange, information dissemination, and community discussions.

1. What are the strategies in empowering communities by understanding development communication?

1.1 Education

1.2 Community Feedback

1.3 Participation and Collaboration for Community Development

2. What are the major problems in understanding of information for development?

3. What intervention plan for community empowerment through development communication?

III. Methodology

This study is used to find the effective way of empowering communities for development by communicating. This study as well shown the community challenges, issues, or concern that affects a specific community or a group of people living in a

particular area. This will also emphasize the ability to create positive change, empowering individuals to participate and collaborate for the betterment and to contribute the progress of a community. Qualitative is used in measuring, gathering, and analysing the data. This study used random sampling research.

IV. Results and Conclusion

Interpretation of the data for the following findings are revealed:

1. The strategy profile along Education is one of the chosen way forms in developing effective communication.

2. The strategy profile along Community Feedback is a second choice for majority in empowering individuals to make an impact and to cultivate the process by understanding development the information.

3. The level of performance of the people in particular community which are the participation and collaboration within the community has been seemingly taken over as one of the effective ways in understanding development communication.

V. Conclusions

1. The strategies mentioned above are the majority choice for empowering communities through Understanding Development Communication.

2. The major problems in understanding of information for development are:

A. Inequality unequal access to educational resources and opportunities, impacting the effectiveness of empowering communities by understanding and adhering development communication.

B. Lack of Engagement low levels of engagements may hinder the implementation of development communication.

C. Environmental Factors such as Natural Disasters and Climate Change

3. Intervention plan for community empowerment through development communication are:

A. Feedback Mechanism

Continuous implementing of communication initiatives

B. Participatory Development Planning

Forums

C. Collaboration Education and Skill – building

Empowerment and literacy and

D. Community Needs Assessment

VI. Recommendations

• Adapt workshops based on evolving community needs and technological advancements.

• Showcase the impact of successful communication initiatives to attract people as audience

• Promote community engagement in eco-friendly practices and address environmental challenges through communication initiatives.

• Regularly assess the effectiveness of communication efforts based on community feedback.

• Create communication materials in local languages to ensure inclusivity and accessibility.

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