

DEVELOPMENT COMMUNICATION AND WOMEN EMPOWERMENT : COMMUNITY DEVELOPMENT APPROACH

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ABSTRACT

Development Communication has been a subject of study since the second world war. This paper realises the use of communication in developing the society. Women need to be empowered and how communication helps in empowering them is the area of interest. Community gets empowered and definitions of community also gather attention by various scholars. Rural credit helps in financial empowerment of women. Interlinking these concepts leads to an indepth understanding of the issues. The word empowerment has gathered huge importance in development studies. Therefore various definitions have been provided byscholars and researchers. Mass media have been connotated by theorists as magic multipliers as they deliver social messages and thus help in promoting development and empowerment of weak sections of the society.

KEYWORDS: Development Communication, Women Empowerment, Power, Self-help Groups, Rural Credit.

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