

Role of Development Communication in Fostering Social Change: Evidence from Lesotho

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ABSTRACT A number of programmes have been implemented in the field of development communication with the specific aim of promoting social change among communities. Series of studies have also illustrated the positive effects of Entertainment-Education (EE) interventions on individuals' behavioural change. In line with the theory and conceptual framework of the Integrated Model of Communication for Social Change (IMCSC), this research empirically explored how development communication programmes can foster collective action amongst community members in Lesotho using media to promote social transformation and individual change. Both quantitative and qualitative research methods of enquiry were employed throughout the research. The results of the study reveal that firstly, development communication initiatives are able to foster collective forms of action by increasing the level of self-efficacy amongst the audience. Secondly, participatory development communication with an educational aim allows people to identify problems and to strategise and mobilise resources for collective action.