

RESEARCH PROPOSAL PRESENTATION – ADELE BROADBENT

POWER, MEDIA, AND DEVELOPMENT



AIM



- To investigate whether by supporting a ‘free and independent’ mass media model in developing countries; Donors influence the worldview of the people of those countries. A case study in the Solomon Islands through a post development lens.

CONTEXT



“Free and independent media should be recognised as a key dimension of efforts to eradicate poverty...”

(Director General of UNESCO Koichiro Matsuura - World Press Freedom Day, 3 May 2006)



“Nobody actually likes to be called poor in the sense that the framings that we hear of ... have not embraced the notions of complexities of the values systems sufficiently.”

(Associate Professor of Education and Solomon Islander, Kabini Sanga - Global Development Conference, Prague – 2010)

PROPAGANDA MODEL

- ⦿ The role of the media is *"...to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behaviour that will integrate them into the institutional structures of the larger society."* (Hermann & Chomsky).



QUESTIONS: HOW, WHO, WHAT, WHERE?

- ⦿ How do Donors view their responsibility in aiding a free and independent media in the Solomon Islands?
- ⦿ How do Melanesian journalists' understandings of the world, impact on how the media in the Solomon Islands portrays such issues as free trade?
- ⦿ And how does a small cross section of an isolated rural population on the island of Makira interpret the news they are getting?
- ⦿ What do leading Solomon Island journalists, decision makers and non government organisation leaders believe is crucial to effective media in the Solomon Islands?
- ⦿ What could a Solomon Islands' media model that is different from what exists in the donor countries look like?

