

PARTICIPATORY COMMUNICATION FOR EFFECTIVE IMPROVEMENT IN SOCIO-CULTURAL CONTEXT OF DISTRICT SWAT, KHYBER PAKHTUNKHWA, PAKISTAN

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ABSTRACT

This study was conducted to investigate the factors affecting the participatory communication in socio-cultural context of district swat, Khyber Pakhtunkhwa, Pakistan. The study was carried out because non-governmental organizations are facing numerous problems that effecting the process and output of the projects. In the remote areas of the country, people are culture restricted where they bound to follow traditional and norms values in daily life. For, the examination of the phenomenon the researcher applied quantitative methodology, while survey research technique was used for the data collection. A questionnaire was used as data collection tool for target population, while data was collected from the district Swat based non-governmental organization practitioners through convenient sampling method. Data was collected from 230 workers of the area, while the response rate was 67.9% in this regard. Statistical Package for Social Science (version: 19) was used for the data analysis. The results of the study proved the objectives and hypotheses of the study that participatory communicators are facing cultural, social, financial, political, governmental, and organizational and project related issue in district Swat. The findings also confirmed that education is the best remedy to overcome these problems, whereas, people of the area are more dependent on culture, values, tradition and norms. The outcomes of the research also proved that political and religious figures are more influential in the area and working as opinion leaders of the residents of district Swat. It has been also found that good communication skills and use of new technology can overcome the problems of participatory communication in district Swat. This study will help the NGOs and INGOs practitioners to overcome the problems in the project implementation in the rural areas. It will also help the NGOs workers to take the influential figures of the society in confidence before implementation of the project.

Keywords: Participatory Communication, Social, Cultural, effects, District Swat”

INTRODUCTION

There are various hurdles to the participatory communication organizations, but this study is being designed to investigate the socio-cultural role in district Swat, Khyber Pakhtunkhwa. The limitations of the participatory communication that social, structural, operational and culture are the main problems in the developing countries (Tosun, 2000). Culture activities are facilitating the projects of participatory communication of NGO's, while culture is a hurdle for the leadership to proceed the projects in the remote and less

developed areas (Islam & Morgen 2012). Investigated the role of NGOs with management and accountability purposes. NGO which was selected for case study was Backward Society Education (BASE). Data was collected through interviews from the president and members of the NGO. Result of the study concluded that capacity of the management should be strengthened in order to maintain accountability (Backer and Susanne 1998).

Cultural values, life style, people habit and language information needed for non-governmental organizations to development according to the needs of the community. It is assumed that language and communication is also a problem in the participatory communication in the selected areas of the KP (Shaheen and Haneed 2014).

The basic aim was to know about the concept of development support communication its features, beginnings and emerging trends. Focus of the paper was evaluation and concept DSC. The paper also highlighted the issues and problems in successful DSC in general as well as in Pakistan. Result of the study disclosed that successful DSC can be done by focusing community participation like social organization, traditional modes, interpersonal modes and media (Shahzad. and Bokhari. 2014).

Religion and religious leaders are sources of education and motivation for the society, but on other side it is also a hurdle in the participatory communication process. Religious education has value and believes regarding tolerance, love, compassion, passion, hope, encouragement, faith and patience (Singhal, 2001).

It is a fact that well educated society make differences from those which have low education rate. Illiteracy and ignorance are also the creating problems in the way of Participatory communication in the selected area of KP. Education is a well-planned program to serve for advocacy, awareness capacity building and changing behavior and attitude, education have vital role in the development (UNESCO, 1998).

SIGNIFICANCE OF THE STUDY

The results of the study will redound to the benefits of the society as participatory communication plays an important role in the development of the country. This study will disclose hurdles in the way of PC at district Swat and will present solution for their elimination that PC workers do their projects smoothly. Social factors are also plying a significance role in the disappointment of PC practitioners that may be explored in this study. This study would not only beneficial for the PC workers, but also for the government and non-government organizations workers to do something for the eradication of the diagnosed social and cultural barriers before launching a project in the remote areas of the country such district Swat.

REVIEW OF LITERATURE

It is supposed that different religious leaders are playing an important role in the creation of conflicts. The importance of religious players and religion in negotiation process. It has been investigated that which helps in the mediation of global relations. It has been found

that leverage and legitimacy perform an important role in the failure and success of the negotiation. The study also revealed that traditional methods are the best way for religious mediation (Bercovitch and Kadayifci-Orellana 2009).

For the community development, the communicators also should have to know about the sending and receiving plan and process to make success their projects. Those activities which prepare communities to receive, accept and support the terms which are harmful for the community is known community deployment. Communication plan is the method which is developed by the non-governmental organizations to make the community mobilized and for the betterment of the community. The strategies of the NGOs help to make the society advanced (Shaheen, and Hanif, 2014).

Change in the participatory communication according to the context, environment and situation also needed as the effects of participatory strategy in community mobilizing to utilize the development project services in Nasir Abad Baluchistan. The study found that few projects were successful to motivate the community and most of the projects were remain failed. The study also revealed that due to financial and institutional problems the community organizations will not remain sustainable. In participatory approach, changes are needed (Khan, 2006).

Flexibility, following values and ethnic norms are also important factors of effective participatory communication. The components of two participatory countryside schemes in the Province of North West Frontier Province (NWFP) (Now Khyber Pakhtunkhwa), Pakistan. He had compared two projects in terms of institutional building, natural resources management, capacity building and rural support formation. These two projects were also analyzed, three aspects of participation as the cost and benefit of participation, outcome of the participation, quality of participation, sustainability and performance. The outcomes of the study showed that those projects which are sponsored by government are more efficient, effective and sustainable as compared to the projects sponsored by NGO. The advantage of the government projects is because of its flexibility, values and ethnic norms (Shah, 2009).

The leader behavior and role of religious figures also could bring a positive change in the participatory communication works and projects. Ulama or religious leaders play an important role to influence the norms, values and behaviors of the society. They can play a vital role as a communicators and educators to develop the Muslim societies. Religious leaders also remove the gap between the people and help to resolve the clashes or conflicts. Ulama are like advocates of the society because of their good opinion making and influencing other people of the society (Akram, and Abbas, 2014).

There are different factors which effect participatory communication for development. They divided the elements three different names; individuals, institutional and environmental. The study was based on intensive interviews, focus group discussion and document analysis. It also based on the participate model of expansion which assumed participant for socio-cultural change in the society. This qualitative research work focused

on the missing link of genuine participation in the development communication. The researcher suggests that for successful PC it is necessary to change the structure of the organization and all-inclusive approach of development (Ali, & Sonderling, 2017).

RESEARCH OBJECTIVES

- To explore the culture barriers to participatory communication in district Swat.
- To examine the level of influence of social factors in the participatory communication in the district.
- To examine influence of education in overcoming barriers in the PC.
- To investigate the effects of language and socio-economic status in PC
- To find out the effects of religion and political structure in PC

RESEARCH HYPOTHESES

H1: Participatory communication is more dependent on culture factor than social factors.

H2: Language influences the process of Participatory Communication more than education in district Swat.

H3: Participatory communication is more relying on political structure rather than religious leader's role in the success in Swat.

H4: Socio-economic status is big hurdle to PC instead of customs, tradition and values in Swat.

THEORETICAL FRAMEWORK

The researcher conducted this research under alternative paradigm concept. This concept was evolved in 1960s in China, Tanzania and Cuba. This paradigm is based on socio technical systems and stakeholder's engagement. Present study "Participatory communication for effective improvement in socio-culture context of district Swat" deals with different variables like; socio-cultural role, customs, values, norms & traditions, religion, religious leaders literacy & ignorance. These variables, objectives of the study, research questions and hypothesis of the study are very much relevant to the theme of alternative paradigm so the researcher conducted the research under this paradigm.

RESEARCH METHODOLOGY

For this research, the researcher adopted quantitative methodology, while survey technique for the data collection. The population of the study was the NGO's workers at District Swat. Because there is a large number of NGO's are working on various projects for the development of the people. The researcher applied convenient sampling technique, where the researcher collected data from those population who are

conveniently available to participate in the research. Data was collected from 230 workers of different NGOs to evaluate the phenomenon. The response rate was $177 \times 100 \div 230 = 76.9\%$. A questionnaire was developed under the consideration of literature review, objective and hypotheses of the study. The questionnaire is tool to find out the opinion and agreement of the respondents about the problem and issues. The researchers applied Statistical Package for Social Science (SPSS) for inferential and descriptive statistics to ensure objectivity in the results of the study.

DATA ANALYSIS AND INTERPRETATION

Data was analyzed through descriptive statistics in the form of frequency distribution, while, correlation tests were applied as inferential statistics to find out the results of the study.

1. Demographic Characteristics of the Respondents

Sr.#	Demographic Characteristics	Variables	F	%
1.	Gender	Male	159	89.8
		Female	18	10.2
		Total	177	100.0
2.	Age (years)	18-25	64	36.2
		26-30	51	28.8
		31-35	29	16.4
		36 or more	33	18.6
		Total	177	100.0
4.	Marital Status	Married	83	46.9
		Single	94	53.1
		Total	177	100.0
5.	Education	Intermediate	10	5.6
		Bachelor	86	48.6
		Masters	69	39.0
		Others	12	6.8
		Total	177	100.0
6.	Income	10000-20000	34	19.2
		20001-30000	30	16.9
		30001-40000	52	29.4
		40001-50000	42	23.7
		50001 or more	19	10.7
		Total	177	100.0

The table 1 shows the demographics characteristics of the respondents. It shows that 89.9% of the respondents were male while, 10.2% were female. The table also illustrates the age of the respondents. 36.2% of the respondents were between the ages of 18 to 25. The number of the respondents whose age were 26 to 30 years were 28.8%.

Whereas, 16.4% of them were 31 to 35 years. 18.6% of the respondents were 36 or more than 36 years of age. 53.1% of the sample of the study were single while, 46.9% were married.

The table also shows the level of education of the respondents. It shows that 48.6% of the respondents were undergraduate level of education. The number of the respondents whose level of education were master, they were 39.0%. Intermediate level of the respondents was only 5.6% whereas, the level of education of the respondents whose qualification was above master, they were 6.8%.

The table illustrates also the monthly income of the respondents. It shows that 29.4% of the respondent's salary was between 30001 to 40000. The number of sample whose salary was 40001 to 50000, they were 23.7%. 19.2% and 16.9% of the respondents earning money from 10000 to 20000 and 20001 to 30000 respectively. While, only 10.7% of the population of the study was getting more than 50000 per month.

2. Information about local NGOs in district Swat

Sr.#	NGOs information	Variables	F	%
1.	Area of work	Educational issue	108	61.0
		Women issue	14	7.9
		Children issue	4	2.3
		Environmental protection	16	9.0
		Legal issues	9	5.1
		Economical issue	8	4.5
		Food issue	1	.6
		Others	17	9.6
		Total	177	100.0
2.	Type of social work	Awareness	5	2.8
		Education	111	62.7
		Information	56	31.6
		Training	5	2.8
		Total	177	100.0
3.	Cooperation received from	Government	17	9.6
		Society	105	59.3
		Others	55	31.1
		Total	177	100.0
4.	Problems faced	Economical	16	9.0
		Social	42	23.7
		Cultural	70	39.5
		Political	10	5.6
		Organizational	2	1.1
		Staff	10	5.6
		Project related	27	15.3
		Total	177	100.0

The table 2 illustrates the area of work which is covered by different nongovernmental organizations. The table revealed that 61% of the respondents worked for educational issues, 9% environmental issues, 7.9% of them said that they are covering women issues. The table also demonstrates that 5.1% of them are covering legal issues, whereas, economic issues are covered by 4.5% of the respondents. Only 0.6% of the sample of the population covered food issues and the ratio of other issues covered by the respondents were 9.6%.

The table demonstrates that which type of social work is covered by these organizations. 62.7% of the respondents said that they are working in educational sector. The number of respondents who explored that they are working in information sector were 31.6% and 2.8% of the sample of the study said that they worked in awareness and training sections.

The table also explores about the cooperation which is received by the NGOs. 59.3% of the respondents said that they are receiving corporation from society, 9.6% from the government and 31.1% of the masses said that they are receiving cooperation from other sectors of the society.

The table illustrates about the problems which are mostly faced during working as participatory communication. It shows that 39.5% of the respondents said that they faced cultural issues during participatory communication. 23.7% of them are facing social problems. Whereas, projected related and economic problems were faced by 15.3% and 9% respectively. While, political and staff related problem faced by 5.6% of the respondents. On the other hand, only 1.1% of the sample said that they faced organizational issues.

3. The reaction of the participants towards PC projects

Sr.#	Reaction of the participants	Variables	F	%
1.	Were they curious about the program	Yes	168	94.9
		No	9	5.1
		Total	177	100.0
2.	Were they skeptical about the program	Variables	F	%
1.	Gender	Yes	74	41.8
		No	103	58.2
		Total	177	100.0
3.	Were they excited about the program	Variables	F	%
1.	Gender	Yes	94	53.1
		No	83	46.9
		Total	177	100.0
4.	Were they needed about the program	Variables	F	%
1.	Gender	Yes	171	96.6
		No	6	3.4
		Total	177	100.0
5.	Were they worried about the time commitment about the program	Variables	F	%
1.	Gender	Yes	115	65.0
		No	62	35.0
		Total	177	100.0

The table 3 exposes about the participants curious about the program. It shows that 94.9% of the respondents said that yes, the participants were curious about the program. On the other hand, no option was marked by only 5.1% of the sample of the population.

The table also reveals that whether the participants skeptical about the program. 58.2% of the respondents marked no option. While, yes option was selected by 41.8%.

The table illustrates that whether the participants were excited about the program. 53.1% of the respondents said yes, while, no option was marked by 46.9% of the respondents.

The table explores that was the program needed for the participants. 96.6% of the sample said yes the program was needed for the participants and only 3.4% of them marked the option of no about the question.

The table shows that whether the participants worried about the timing commitment or not. 65% of the respondents said that yes the participants were worried about the timing commitment and 35% of the sample selected no option by asking the question.

4. Views the respondents regarding the Community behavior

Sr.#	NGOs information	Variables	F	%
1.	Friendly	Very friendly	9	5.1
		Friendly	73	41.2
		To some extent	46	26.0
		Unfriendly	49	27.7
		Very unfriendly	9	5.1
Sr.#	NGOs information	Total	177	100.0
2.	Supportive	Very supportive	2	1.1
		supportive	44	24.9
		To some extent	123	69.5
		Unsupportive	8	4.5
		Very supportive	2	1.1
Sr.#	NGOs information	Total	177	100.0
3.	Trusting	Very trusted	2	1.1
		trusted	33	18.6
		To some extent	33	18.6
		Untrusted	109	61.6
		Total	177	100.0
Sr.#	NGOs information			
4.	Tolerant	Very tolerated	33	18.6
		tolerated	39	22.0
		To some extent	103	58.2
		Un-tolerated	2	1.1
		Total	177	100.0
Sr.#	NGOs information			
5.	Open to new idea	Very open to new idea	2	1.1
		Open to new idea	26	14.7
		To some extent	71	40.1
		Not open to new idea	76	42.9
		Very restrictive	2	1.1
		Total	177	100.0

The table 4 exemplify that how much your community was friendly. 5.1% of the respondents said that community was very friendly, 41.2% said that it was friendly. On the other hand, unfriendly and to some extent unfriendly option was selected by 27.7% and 26% of the respondents respectively.

The table reveals that how much your community was supportive. 69.5% of the sample of the study said that it supportive to some extent. The number of respondents who said

it was supportive was 24.9%. Whereas, 1.1% said it was very supportive and 4.5% of them said that it was unsupportive.

The table demonstrates that was your community trusted on your program. 61.6% of the respondents said that the community was un-trustive about the program. 18.6% of the sample said that the community have trust and also trust to some extent. While, only 1.1% of the respondents said that the community have trust on the program.

The table illustrates that was your community tolerant about your program. 58.2% of the respondents said that they are agree to some extent about the statement “community was tolerant about your program”. 18.6% of them said that community was very tolerant, 22% said it was tolerant. While, 1.1% said it wasn’t tolerant.

The table also shows that was your community opened to new ideas. Result of the study revealed that 42.9% and 40.1% of the respondents said that community wasn’t opened to new ideas and to some extend it is opened to new ideas respectively. 14.7% said it was opened and 1.1% said it was very open and very open to new ideas too.

HYPOTHESES TESTING

5. Association between culture and social factors effecting PC

Participatory communication is more dependent on culture factor than social factors’

Chi-Square Tests			
	Value	df	Sig.
Pearson Chi-Square	940.933 ^a	780	.000
N of Valid Cases	177		

A Chi-Square test was applied to fine out association between the selected variables, N=177, V=940.9, P>.000, indicated that there is strong association between cultural and social factors. The results of Chi-Square test proved the H1 of the study.

6. Association between education and language effecting PC

‘Language influences the process of PC more than the education in district Swat’

Chi-Square Tests			
	Value	df	Sig.
Pearson Chi-Square	457.444 ^a	168	.000
N of Valid Cases	177		

To investigate the influence of language and education in Participatory communication, the researcher used Chi-Square test where the results shows N=177, V=457.4, P>.000, the association between language and education. The H2 has been confirmed that there is association between the variables.

7. Association between political structure and religious leaders effecting PC

'PC is relying on political structure rather than religious leader's role in the success in Swat.'

Chi-Square Tests			
	Value	df	Sig.
Pearson Chi-Square	601.621 ^a	420	.000
N of Valid Cases	177		

Political and religious leaders are also playing an effective role in the participatory communication, where the research applied Chi-Square test to examine the association, the results of the tests explored that N=177, V=601.6, P>.000, that there is strong association between political and religious role in PC. The H3 was proved the results of the study as well.

8. Association between political structure and culture effecting PC

'Socio-economic status is big barrier to PC instead of customs, tradition and values in swat.'

Chi-Square Tests			
	Value	df	Sig.
Pearson Chi-Square	747.091 ^a	546	.000
N of Valid Cases	177		

A Chi-Square test was applied to investigate the association between Socio-economic status and culture, N=177, V=747.0, P>.000, specified that there is strong association between the selected variables. The findings of the test proved the H4 of the study.

DISCUSSION AND CONCLUSION

The results of the study explored the Non-governmental Organization in district Swat is working on educational issues, environmental issues, women issues, legal issues, economic issues and food issues. While, most of the NGOs in this area working on single and double issue of the area, which show the problems of the area.

It is also exposed that the NGOs of the area working for awareness, education, and information of the people about the educational issues, environmental issues, women issues, legal issues, economic issues and food issues, whereas, they are receiving support from the government and different funding societies of the country and international donors.

On the basis of results confirmed that first objective of the study that culture is the main hurdle to participatory communication in district Swat. Whereas, it is also concluded that educational and social factors are highly influencing in the process of participatory communication in the district.

On the other hands it also concluded that religion and socio-economic status are also berries in the way of participatory communication. Political structure is also affecting the Participatory projects in the area. While, the use of effective communication skills and language is needed to mould the opinion of the public and for the success of PC projects in the district swat.

The findings of the study also revealed that participatory communication is more dependent on culture factor than social factors. Similarly, language influences the process of Participatory Communication more than education in district Swat.

It is also summarized that participatory communication is more relying on political structure rather than religious leader's role in the success in Swat. Likewise, socio-economic status is big hurdle to PC instead of customs, tradition and values in Swat.

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AUTHORS CONTRIBUTION

Co-authors contribute significant effort to this project. The first author proposes the ideas for research, explores the existing literature for the expression of the hypothesis, and discusses this study. The entire study work is concluded and reviewed in conjunction with all authors.

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