

Development communication



**ASSIGN
BUSTER**

I. Introduction Development communication is the use of communication to promote social development. It involves a planned transformation of an average community into a dynamic one. As such, a community plan is made to help people shape their cities, towns or villages. A community plan is essential because it encourages people to take a full and active role in advocating and implementing economic and social reform. In line with this, the author of this paper conducted a community research at Barangay 694, Malate, Manila City.

Within the research is substantial information about the said community – such as ecological factors, historical development, life activities, complex of values, social groups, impact of the world outside, and local life. A proposal for a project plan was also made in order to help build a collective vision for the residents of Barangay 694 – specifically, a summer reading program. The summer reading program will benefit the less developed children of Barangay 693. In addition, it will also develop children’s potentials to be educated and literate adults. II. Community Identification Barangay 694 is located at Malate, Manila City.

A part of District 6, it lies along Leon Guinto Street and is near places such as Taft Avenue, The Philippine Women’s University, Philippine Christian University, and the Pedro Gil and Quirino LRT stations. The aforementioned places also serve as primary landmarks of Barangay 694. Because of its strategic location near Taft Avenue, Barangay 694 can be aptly described as a middle-class area with several houses and apartment units for students enrolled at nearby universities. In addition, it is easily accessible by Roxas

Boulevard, Quirino Avenue, and Taft Avenue. III. Ecological Frame 1.

Geographical factors

Barangay 694 is located at latitude 14. 573330 and longitude 120. 990860. Its coordinates are 14°34'24" North and 120°59'26" East. It has a total land area of To its south is Pasay City; to its west, Manila Bay; to its north, Ermita; to its east, Paco and San Andres. 2. Climate and soil As part of Manila City, Barangay 694 features a tropical savanna climate that borders on tropical monsoon climate. Along with the rest of the Philippines, Barangay 694 lies within the tropics. The temperature range is very small, rarely going lower than 20°C (100°F) and going higher than 38° (100°F).

Humidity levels are usually very high which makes the place feel much warmer. It has a distinct dry season from late December to April and a relatively wet season that covers the remaining period. Typhoons can occur from June to September and can cause flooding in the area. 3. Service institutions Barangay 694 has several service institutions that responds to the residents' needs. Its strategic location offers its residents convenience as they need no look further than the immediate vicinity to have access to hospitals, educational institutions, books, recreational areas, and government offices.

Listed below are several establishments near Barangay 693: * HEALTH INSTITUTIONS * Ospital ng Maynila * RTM Satellite Clinic * Ruben C. Bartolome, M. D. Clinic * GOVERNMENT INSTITUTIONS * Department of Finance * Bangko Sentral ng Pilipinas * RECREATIONAL AREAS * Rizal Memorial Sports Complex * Manila Zoological and Biological Gardens *

Manila Baywalk Area 5. Government The current mayor for the 2010 – 2013 term is Alfredo Lim. Meanwhile, Isko Moreno is the city's incumbent vice-mayor. Two more members of the Manila City Council are the Association of Barangay Captains and the Sangguniang Kabataan (SK).

Barangay 694's elected barangay officials have the responsibility of carrying out the following tasks: (1) formulating measures to eliminate the use of illegal drugs; (2) maintaining the cleanliness and beautification of the area; (3) promoting peace and order; (4) promoting the well-being of women in the community; (5) promoting youth rights; and (6) maintaining barangay-owned properties and infrastructures. Listed below are the currently elected

Barangay 694 officials and brief descriptions of each office position: 1.

PUNONG BARANGAY or BARANGAY CHAIRMAN Name: Is the executive head of Barangay 693 * Is in charge of development planning, basic services and facilities, compliance to directives, barangay legislation, and fiscal

administration 2. **BARANGAY SECRETARY** Name: * Is liable for all of Barangay 694's paper works * Takes down notes during all of the discussions and plans made in meetings * Reads and re-reads the reports he/she has made 3.

BARANGAY TREASURER Name: * Is responsible for the funds of Barangay 694 – from properties budget, projects budgets, and salaries 4. **SEVEN**

BARANGAY COUNCILORS: 1. 2. 3. 4. 5. 6. 7. All have specific tasks assigned to them by the Barangay Chairman – Must be in the barangay hall once a week to accommodate people coming to their office every now and then SK

CHAIRMAN: IV. Historical Development 1. Origin During the Spanish colonial period, Malate was an open area with a small fishing village. When the Americans came to the country after a 333-year Spanish reign, American

urban planners envisioned the development of Malate as the most sophisticated area for American families. Despite extensive damage after World War II, many homes and buildings survived the onslaught of the battle fought in the area.

Wealthy families who evacuated their homes during the war returned. Along with their return, they re-built their properties and kept the areas around it exclusively residential. Among these residential areas was Barangay 694. A local resident living in the area for almost fifty years related that Barangay 694 has been a residential area since the post-Japanese period. In fact, even before Japanese colonization, several of her forebears have lived there. This is proof that Barangay 694 has been around for many years.

2. First Inhabitants

During interviews, local residents were asked to name some of the first inhabitants of Barangay 694. The general response was a “no”. This answer is easily justifiable since the barangay has had such a long history and no one could really be certain of the first people who first inhabited the area. However, several residents know of families who had been living in the barangay for a long time. These families are almost considered as pioneers. As such, they are held in high regard. Among the well-known families in the area are the families of Magalon, San Pedro, Sevilla, Martinez, Andres, and Reyna.

Most members of the said families hold positions in local offices – specifically, the Barangay Committee. This is a testament to the high social status they have established along the years.

exclusive residential areas on the Western portion of Malate began to transform into a commercial area in the 1970s. Real estate boomed with large houses and apartments being built. Businesses also flourished as small hotels, restaurants, and cafes were established. During the presidency of Ferdinand Marcos, visual and performing artists found a haven in Malate in the 1980s and it became a bohemian enclave. . Progress at present Barangay 694, along with the rest of Malate, is continuously transforming itself as the center of recreation and entertainment in Manila with more restaurants, boutiques, bars, discos, and novelty stores opening for business.

V. Life Activities 1. Social Structure: Social status of the residents Barangay 694 is a quiet middle-class area with several houses and apartments for students enrolled at nearby universities. Consequentially, the area is fairly tight-knit. At several community visits, the local residents displayed evident familiarity with those who live among them.

In fact, it can be said that everyone knows everyone at Barangay 694. 2. Favorite pastime and recreation Because of well-maintained social ties, local residents enjoy doing recreational activities with their families, friends or neighbors. When asked what special activities they did during their pastime, respondents from the area said that they liked going to parks, playing bingo, organizing outings, visiting nearby malls, and perhaps, going out of town. Moreover, a typical Saturday and Sunday night for residents of Barangay 694 would consist of going to the church and, afterwards, watching late-night TV shows.

Younger residents, meanwhile, said that they'd rather surf the Web, open their Facebook or Twitter accounts or play video games. 3. Groups and

organizations The community has only one major organization, which is the local barangay council. Barangay 694's elected barangay officials have the responsibility of carrying out the following tasks: (1) formulating measures to eliminate the use of illegal drugs; (2) maintaining the cleanliness and beautification of the area; (3) promoting peace and order; (4) promoting the well-being of women in the community; (5) promoting youth rights; and (6) maintaining barangay-owned properties and infrastructures.

VI. Complex of Values

1. Core values of the community, that is, those that are generally accepted in society

Barangay 694, being a tight-knit community, generally accepts these four core values: honesty, cooperation, a sense of responsibility, and righteousness. These values are considered to be the key to creating harmonious relationships. Honesty came in first in the list as most local residents consider it to be the most valuable trait one can possess. A dishonest man will know and bring nothing but trouble," says Ronaldo Dela Cruz, 56, a lifelong Barangay 694 resident. Meanwhile, cooperation is also a cherished value in the community. Because of its small population, Barangay 694 expects its residents to participate in community development projects such as street cleaning, tree planting, etc. The spirit of bayanihan ensures that ties among residents are rekindled and reinforced. Accompanying cooperation is a sense of responsibility. Community members should be self-aware. They must be able to look after themselves and perform their obligations as citizens of the Republic.

Last but not the least is righteousness. As observed, Barangay 694 holds quite high moral standards. A local resident must be morally upright. He or she must be able to hold and maintain a good reputation. Otherwise, he or

she would not be warmly welcomed into the community. 2. Aim values of the community, that is, those options that society allows its members Barangay 694 gives its residents the full freedom to make decisions they think will best suit their wants and needs – so long as these decisions will not harm or offend other people.

While many local residents are still quite conservative in that distinct Filipino way, they are quite open to progressive ideas like the implementation of the RH Law, K-12 education (while prevalent in other countries, K-12 education is still quite new to Filipinos), and the passing of Freedom of Information Bill. 3. Attitudes and sense of values Overall, Barangay 694 residents are upbeat, friendly, and warm people. They are generally well-mannered and will go out of their way to help others. They uphold traditional Filipino values and strive to uphold them in their daily lives.

All of which makes Barangay 694 a very nice place to live in. VII. Impact of the world outside 1. Inflow of ideas, goods, special forms, moral codes, new modus vivendi et operandi from the outside world to the community Barangay 694 keeps abreast of the current happenings through various mediums. Among these mediums are newspapers, television, radio, and the Internet (particularly, social media). Local residents are well-informed and are keen to follow both national and international events. They are also aware of recent popular culture trends.