

Theories in the Tradition of Dominant Paradigm Nutrition Communication and Education

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Abstract – India today is standing up to an odd conundrum of being home to a great many undernourished just as to a developing number of overweight/hefty individuals. The quest for answers for tackle these issues had frequently pointed at nutrition communication as one of the important conditions. Given the maze of nutritional issues, various methodologies are being used and they are required to fill shifted needs, including mindfulness creation, limit building, strategy promotion, conduct and social change. For nutrition communication to be fruitful, numerous degrees of communication from assorted points of view should be at the same time initiated, with a dialogical commitment among the researchers and experts working at the distinctive open levels. Communication ought to be a principal segment of all nutrition programs with sufficient financial plan and fitting assessment instrument fused right at the arranging stage. Communicators ought to go past their institutional factors just as individual convictions to pick comes closer from a blend of models and practices to bridle from differed communication speculations and encounters from training.

Keywords – Communication, Education, Nutrition, Dominant, Paradigm

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INTRODUCTION

The scourge of malnutrition influences the formative cycle in India like a blade that cuts both ways. While on one hand, malnutrition as under-nutrition or lacks of fundamental nutrients and minerals keeps on causing extreme sickness or bleakness among a huge number of individuals, then again, the issues identified with dietary abundances, overweight and stoutness have been influencing a generous extent of the populace.

India is home to more than 200 million undernourished individuals (FAO, 2001). It is assessed, over 56% of ladies in the age gathering of 15-49 years, a more noteworthy number (58%) of pregnant ladies and pre-younger students (under 5 years age) (79.2%) are influenced by Iron Deficiency Anemia (NFHS-III). Information from provincial spaces of nine states reviewed by the National Nutrition Monitoring Bureau (NNMB) during 2005-06 portrayed a grave picture with 55% of grown-up men and as numerous as 75% of non-pregnant/non-lactating ladies as sickly. The information likewise showed that underweight, hindering (less tallness for age) and squandering (less weight for stature) are common among 40%, 45% and 20% of kids (under 5 years) individually.

All in all, the study reasoned that more than 33% of all guys and females were experiencing persistent energy lack (NNMB, 2006). Aside from these, a large group of

micronutrient lack issues like Iodine Deficiency Disorders (IDD) and Vitamin A insufficiencies are predominant among the populace in India. These nutritional inadequacies make the populace less profitable and accordingly they stall out in the endless loop of destitution and malnutrition. On the opposite side of the range is the disturbing rate at which overweight, stoutness and related non-transferable infections (NCDs) are developing. NFHS-III information shows that as numerous as 15% of ladies and 12% of men are overweight or stout. In spite of the fact that the extent may show up little, the earnestness of the issue is a lot higher attributable to the sheer size of the number of inhabitants in the country.

In this situation, the current postulation endeavors to investigate the job that improvement communication exploration and practice has been playing traditionally, in general wellbeing nutrition and inspects the current models of nutrition communication by and by.

Lack of effective communication – a bottleneck

The requirement for mitigating nutritional issues was perceived in India quite a while in the past. Article 47 of the Indian Constitution says, "State will respect raising the degree of nutrition and way of life of individuals and the improvement of general wellbeing among its essential obligations." Though

there has been unequivocal obligation to the reason for nutrition through established arrangements, the essential spotlight was consistently on giving food to the destitute. Strategy producers have regularly compared absence of sufficient food to absence of nutritious food. It is just of late that we understood that unreasonable food stocks in the country, if appropriately disseminated, can just handle the issue of craving, while anticipation and control of under nutrition is all together an alternate undertaking. Analysts have been bringing up that the issue of 'covered up hunger' is inescapable. Most families manage with food that might be insufficient in micronutrients attributable to their failure to bear the cost of natural product, vegetables and creature food varieties expected to give adjusted eating regimens.

Today, refined wheat and rice have essentially dislodged coarse grains and millets as the staple cereal among the populace. This in a manner has brought about significant decrease in fiber content in the eating regimen and perhaps, additionally the substance of micronutrients, for example, nutrient B complex, zinc and chromium (Rajagopalan, 2003a). Yearning today alludes not to the clear and clear craving of needy individuals who can't bear in any event one complete dinner daily, yet to a more tricky appetite that is brought about by eating food that is filling yet lacking in fundamental nutrients and micronutrients (Subba Rao, 2004).

Nutrition education, communication and participation

The predominance of malnutrition is frequently credited to helpless supplement consumption, absence of assets, lack of education, obliviousness and generally to absence of legitimate mindfulness. There was consistently a need felt for nutrition and wellbeing education and mindfulness projects to accomplish the objectives through fitting relational and media. One crucial element of nutrition education frequently has been its implied accentuation on dietary social change achieved by educational intercession. Numerous a nutrition education exertion has been coordinated more towards the motivation behind spreading nutrition data than toward the reason for improving dietary propensities.

Such a methodology was viable in expanding information, however was not compelling in changing dietary conduct or practices. Openness to new data or administrations, which is thought to prompt information procurement, may not bring about change in perspectives and additionally dietary conduct. Obliviousness, generally, is an after-effect of lack of education, financial variables and food conviction systems that may meddle with conduct change, despite the fact that mindfulness has expanded among individuals. Ignorant families won't profit by any accessible data on wellbeing and great nutrition. A confusing circumstance that is frequently seen in the non-industrial nations is that individuals don't burn-

through some nutritious food varieties in any event, when accessible due to a few food convictions and socio-social works on bringing about food restrictions

Improvement communication began in post-war (World War II) global guide projects to Third World nations (in Latin America, Asia and Africa), where destitution, ignorance, chronic weakness and an absence of financial, political and social foundations were widespread (Melkote and Steeves, 2001, Waisbord, 2000). Around then, these nations were in a rush to discover answers for these most dire necessities of their kin. Development speculations have their foundations during the 20th century good faith that the post-pilgrim world could in the end 'make up for lost time' with the industrialized Western nations. As numerous African and Asian nations got independence from the European domains in 1960s, the main issue was to address the huge incongruities between the alleged 'created' and 'immature' nations. Improvement maybe implied the interaction by which these nations could turn out to be more similar to the Western 'created' social orders as far as political system, financial development, future, education and so on. The understood supposition that was that there was one type of advancement as apparent in the created world that immature social orders expected to duplicate.

OTHER THEORIES IN THE TRADITION OF DOMINANT PARADIGM

Social marketing

Social showcasing has been one of the methodologies that have conveyed forward the premises of dispersion of development and conduct change models. Since the 1970s, social promoting has been quite possibly the most persuasive techniques in the field of advancement communication. The idea of social showcasing was first presented by Kotler and Zaltman and was characterized as "the plan, execution and control of projects determined to impact the agreeableness of social thoughts and including contemplations of item, arranging, valuing, communication, appropriation and promoting research". It was plainly a result of explicit political and scholarly improvements in the United States that were subsequently joined into advancement projects. Among different reasons, the rise of social promoting reacted to two fundamental turns of events: the political environment in the last part of the 1960s that put focus on different orders to take care of social issues, and the rise of non-benefit associations that discovered showcasing to be a helpful instrument. Social showcasing comprised of incorporating standard strategies in business advertising to advance favorable to social conduct.

Social advertising recommended that the accentuation ought to be put less on getting thoughts out or changing perspectives yet impacting conduct.

For a portion of its most popular defenders, conduct change is social showcasing's main concern. In contrast to business showcasing, which isn't worried about the social outcomes of its activities, the social advertising model focuses on communication crusades intended to advance socially valuable practices or items in an objective gathering.

Health promotion and health education

The idea of health advancement was likewise initially established in the United States and was subsequently applied for intercessions in non-industrial nations. The very methodologies that were utilized to fight ongoing sicknesses, high-fat eating regimens, and smoking in the United States during the 1970s and 80s, were received being developed intercessions like kid endurance and different projects that expected to cure health issues in the Third World (Waisbord, 2000). Health advancement was overwhelmed by the view that singular conduct was to a great extent liable for health issues and, subsequently, mediations should zero in on changing conduct.

CRITIQUES OF THE DOMINANT PARADIGM

Dependency theory

Perhaps the most remarkable evaluates of modernization/dissemination speculations came from the reliance paradigm. In opposition to the modernization speculations, the reliance scholars contended that the issues of underdevelopment were not inward to Third World nations yet were controlled by outer components and the manner in which they were being endeavoured to be coordinated into the world economy. For example, Andre Gunder Frank dependent on his examinations in Chile and Brazil decided to see 'improvement' from a structuralism and financial viewpoint and recommended that dominion and advancement were attached to the unfurling of private enterprise. In one of his papers he stated, "for all systems, vote based and non-majority rule the same, it is reliance inside the worldwide system which builds up the structure for strategy and political practice.

HISTORY AND EVOLUTION OF NUTRITION RESEARCH IN INDIA

Food and Nutrition in Ancient India

Proof demonstrates that few of the food sources we eat today were burned-through during the Indus Valley Civilization, tracing all the way back to 3000-5000 BC (Achaya, 1994). Later when Ayurveda developed, systematic ideas concerning food sources, their quality, their part in day by day diet comparable to health of an individual and their utilization in administration of illnesses went to the front. Food sources were isolated by their 'cooling' or 'warming'

impacts. In the treatment of sicknesses, recognition of diet system frames an exceptionally fundamental piece of the therapy. Indeed, even the cutting edge logical information has set up that few of these ideas were in reality objective, logical and are applicable even today. Ayurveda instructed 'aharatattva' and 'dinacarya' as the cycles that assume significant part upkeep of health. The 'aharatattva' brings up that however fulfilment of yearning is typically the essential models for food consumption, diets ought to be moved toward sound nutritional standards to guarantee healthy and dynamic life. The idea of dinacarya examines the should be genuinely dynamic for keeping ones health. Well before nutrients and minerals were found, antiquated Indian through experimentation techniques created food propensities that used to give different supplements

OBJECTIVES OF THE STUDY

1. To study on Nutrition education, communication and participation
2. To study on Communicating Nutrition in Classroom Settings - Different Approaches And Lessons Learnt

REVIEW OF LITERATURE

Ascroft and Masilela, (2012) Accentuation on more prominent cooperation of recipients during the time spent advancement when all is said in done and message improvement specifically, has provoked a relook into the job of communication being developed. There is a shift from 'the idea of 'improvement communication' with its accentuation on hierarchical, media-focused communication to 'advancement support communication' zeroed in on parallel, little-media-focused government-with individuals communication'.

Melkote, (2013) With regards to nonattendance of normal language of communication between the overseers, specialized specialists from one viewpoint and collectors on different, researchers of improvement support communication are zeroing in on building communication models, which would make advancement communication messages fathomable and applicable to the client beneficiaries

Melkote and Steeves (2012) Albeit a few researchers have composed a tribute for Development Support Communication contend that the actual idea of 'advancement' if re-conceptualized to signify 'strengthening', involves another job for experts being developed help communication.

Hornik, (2013) All in all, it tends to be said that whatever be the distinctions among hypotheses and approaches, one place of intermingling is that political will is fundamental to achieve change

Development communication ought not exclusively be worried about working for explicit results yet in addition focus on local area strengthening. This requires concocting a bunch of pointers that action the effect of intercessions as far as strengthening. While strengthening comes up short on a solitary, convincing definition, it might allude to networks settling on choices for themselves and obtaining information (for example about health issues). Though for participatory/support approaches strengthening may mean changes in power appropriation, promoters of social showcasing recommend that advertising engages individuals by giving data and having consistent criticism from purchasers.

Waisbord, (2010) the attention on relational relations in the participatory methodology additionally underplayed the capability of the broad communications in advancing turn of events. Little consideration was paid to the employments of broad communications in participatory settings, an issue that is especially important thinking about that populaces, even in distant territories, are continually presented to business media messages that remain contrary to the objectives set by programs. This need was especially clear in Freire's hypothesis of dialogical communication that depends on bunch connections, saving the job of the broad communications.

Servaes (2013) concedes that "investment doesn't generally involve collaboration or agreement. It can frequently mean clash and normally represents a danger to surviving structures...Rigid and general techniques for cooperation are neither conceivable nor alluring.

RESEARCH METHODOLOGY

Communicating Nutrition in Classroom Settings - Different Approaches And Lessons Learnt

Nutrition education is a critical element in advancing supportable healthy eating practices and should begin from beginning phases of life. The significance of early learning of nutrition-related information, perspectives and practices for future health is generally perceived. The commonness of malnutrition all throughout the planet, as both under nutrition and over nutrition because of dietary overabundances, is halfway being ascribed to low mindfulness. In India alone, there are around 204 million undernourished individuals and over half of kids are experiencing under nutrition. Adolescents comprise one-fifth of the absolute populace and about 84% of this populace lives in agricultural nations. As per WHO, kids in the age gathering of 10 – 19 years are alluded to as youths, Adolescence is the momentary period of life from youth to adulthood, during which period, development spray with quick expansion in stature and weight, psychological and sexual development with intellectual advancement are seen among young people.

Nutrition education for student community volunteers – A comparative study of two different communication methods

Studies show that educational establishments give the best and productive approaches to arrive at a huge fragment of the populace, including youngsters, their families and the local area when all is said in done (Perez-Rodrigo, 2001). The recipients can go about as change specialists by spreading the messages to a huge fragment of populace. In the event that such change specialists are local area administration chips in, the advantages are probably going to be more. The National Service Scheme (NSS), an understudy youth administration program that has been in activity in universities of India for more than thirty years, targets making social cognizance among the young with a general goal of character improvement (all encompassing advancement through experiential openness) of the understudies through local area administration.

MATERIALS AND METHODS

Study Design:

Rehashed proportions of information scores were completed at two focuses on schedule (pre-and post-mediation) for the understudies taking part in two uber camps (where NSS volunteers from different schools of the University region gather for seven days in length ability building program).

Sample and Study Setting:

The examination was directed among the college understudies of Osmania University (N=207). The understudies were local area volunteers under the National Service Scheme (NSS). Receiving the purposive inspecting strategy, this examination was directed during two uber camps including youth volunteers having a place with various subsidiary schools of the University from different locale. In Camp-1, 70 understudies partook, while in Camp-2 there were 137 understudies. The investigation was led in the wake of looking for the authorization of the NSS Program Officer of the University and getting educated oral assent regarding the understudies.

Nutrition Knowledge Assessment: Gauge data on financial status and nutrition and health-related information levels was gathered utilizing a pre-validated information evaluation survey (KAQ) comprising of 31 shut finished inquiries on energy, fats, protein, weight, nutrients and minerals, micronutrients, nutrition during puberty, nutrition during pregnancy and transferable and non-transmittable sicknesses (Appendix-3). Each right answer was relegated a score of two and some unacceptable answer was given a zero. Scores got for singular inquiries were added to get the absolute score of every understudy.

DATA ANALYSIS

Result

The age of the respondents ran somewhere in the range of 19 and 21 years. About 67% of them were seeking after science courses. Almost 50% of the understudies were seeking after second year of their under graduate course while not many were in the last year (Table-2). The Chi-square test showed that there was no critical ($p > 0.05$) distinction between the nutrition information on the understudies seeking after Sciences and Arts subjects. Gauge information scores of Camp-1 and Camp-2 were not understudies fundamentally ($t = - 0.745, p > 0.05$) diverse appearance that the Camps were homogenous as far as their nutrition information.

Table 1: Background characteristics of the respondents (n=207)

Variables	Camp-1 (%) (n=70)	Camp-2 (%) (n=137)	Total %
Subject			
Arts & Humanities	21.5	40.1	33.3
Science	78.6	59.9	66.7
Year of Undergraduate Course			
1 st year	-	12.4	8.7
2 nd year	40	55.5	49.8
3 rd year	60	32.1	41.5
Gender			
Male	45.7	75.2	65.2
Female	54.3	24.8	34.8

Post-mediation information showed that the there was a huge ($t = 0.745, p < 0.05$) improvement in the information levels of the understudies in Camp-1 where study hall addresses with helps like banners, outlines and organizers were utilized as the nutrition education technique. Critical ($t = 0.219, p < 0.05$) distinction in the information acquired by the understudies by two diverse communication strategies, demonstrating that both the techniques were similarly powerful (Fig.1) However, examination of just those subjects who showed positive additions after intercessions showed that Camp-2 had a huge nutrition information increase ($t = 2.578, p < 0.05$) compared with Camp-1 (Table-1), showing that the educational mediation utilizing the broadcast variant of society fine art was better in achieving positive augmentation.

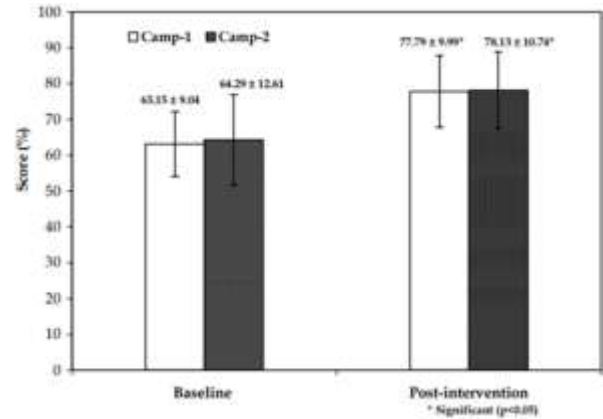


Figure 1. Nutrition knowledge with different communication tools

Table 2. Comparison of positive increments in nutrition knowledge after intervention

Group	Mean + SD	t- value	p-value
Camp-1 (Lecture + Print Material) (n=63)	15.21 ± 8.48	2.578	p < 0.05*
Camp-2 (Video film with folk dance) (n=114)	18.76 ± 9.29		

* Significant

A few surmising from the examinations and exercises learnt 1. These examinations demonstrate that giving nutrition education to the young people in the homeroom setting in the schools is a successful and effectual method of conferring nutrition information. Powerful nutrition education should result not just in the procurement of information and abilities, yet in addition initiate alluring changes in the dietary patterns of the students . Be that as it may, every one of these examinations stop just at data dispersal and estimating information improvement, which may require not really lead to change in dietary practices.

CONCLUSION

To contemplate these methodologies, the advancement of nutrition research and hypothetical underpinnings of the field of improvement communication were investigated to follow how nutrition communication exploration and practice (internationally just as in India), reacted to these evolving patterns. Truly, nutrition has advanced as a particular region just in the earlier century, particularly during the British principle. During the early piece of the earlier century, with accentuation on destitution mitigation and 'country upliftment', nutrition alongside disinfection, turned into a significant piece of the patriot plan during the frontier times. The horrible starvations that hit the nation accommodated a series of procedure on expanding food security by reinforcing horticulture and accessibility of staples.

Nonetheless, in the postcolonial period with the organizers utilizing internationally circled 'new'

clinical technologies to battle irresistible illnesses (like intestinal sickness) and to alleviate populace development, nutrition seems to have been consigned to the rearward sitting arrangement. With the presumption that improving some friendly and financial determinants and expanding farming creation the nutrition of individuals could be taken consideration, India set out on the green transformation and some government assistance measures. Thus, programs for nutrition improvement have commonly been viewed as government assistance alleviation tasks, as opposed to as parts of the satisfaction of a fundamental precondition for social and financial turn of events. Just as of late, has there been expanding acknowledgment of the significance of the nutrition factor being developed, and a few enormous scope nutrition mediation programs have been endeavoured. Nutrition programs, actually detest high need or sufficient asset distribution in the improvement plan.

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