

ZEF universität**bonn**

International Media Studies
MA Course 2009

Development Theories: Knowledge for Development

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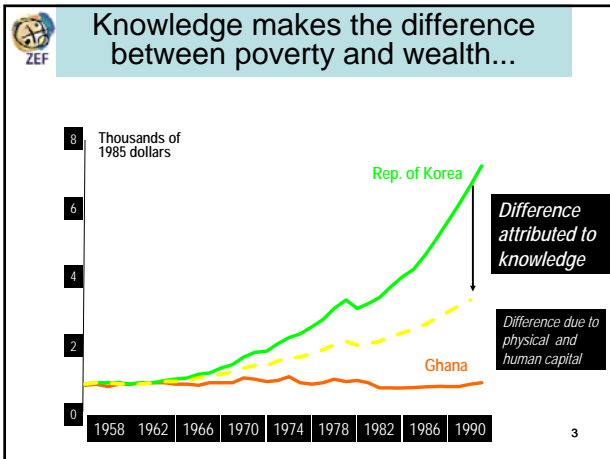
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K4D




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What is Knowledge?




<http://www.rocketboom.com/>

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Knowledge is Power




Sir Francis Bacon 1561-1626

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K & Transition Theory

The transition from one type of society to another takes place, because a new innovative productivity factor is introduced.

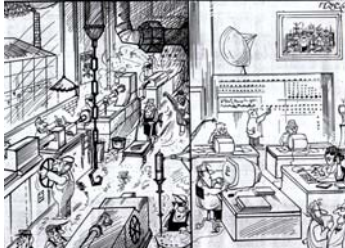


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"Value is now created by 'productivity' and 'innovation', both applications of **knowledge** to work" (Drucker 1994).

Transition

The transition from one type of society to another takes place, because a new innovative productivity factor is introduced:
KNOWLEDGE



Industrial society to knowledge society⁷




Knowledge-Based Economy


"A Knowledge-Based Economy is an economy in which the production, distribution, and use of knowledge is the main driver of growth, wealth creation and employment across all industries."

APEC Economic Committee (2000), Towards Knowledge Based Economies in APEC, APEC Secretariat.

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Knowledge Societies



- „A knowledge society is a society that is nurtured by its diversity and its capacities“ (p.17)
- „Knowledge is a potent tool in the fight against poverty“ (p.20)


UNESCO World report: Towards Knowledge Societies. Paris: UNESCO 2005⁹



Knowledge Societies 1

- ❖ Higher average standard of **education** and a growing proportion of its labour force are employed as **knowledge workers**
- ❖ Its industry produces products with integrated **artificial intelligence**
- ❖ Its organisations are transformed into **intelligent organisations**



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Knowledge Society 2

- ❖ There is increased organised knowledge in the form of **digitalised expertise**
- ❖ There are **multiple centres** of expertise and a **polycentric** production of knowledge
- ❖ There is a distinct **epistemic culture** of knowledge production and knowledge utilisation

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Information & knowledge explode

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The Abundance of Knowledge



- The 2006 digital universe was 161 billion gigabytes (161 exabytes) in size, predicted to grow 6 fold from 2006 to 2010
 - 161 exabytes equals approximately three million times the information in all the books ever written – or the equivalent of 12 stacks of books, each extending more than 93 million miles from the earth to the sun.
- Knowledge is a vast resource for development to which journalists contribute a lot!

Source:
<http://topics.developmentgateway.org/knowledge/rc/ItemDetail.do-1093359>

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Questions and Issues



- Does information, does knowledge travel easily? Discuss!
- What are the preconditions for using K for development?
- Does K help to reduce poverty?

=Knowledge is critical for development

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Summary

- Since **knowledge** has been identified as a major factor of production, several governments have embarked on strategies to develop a knowledge society and a knowledge-based economy.
- The race for competitive advantages is shifting from a natural resources and industrial production base to a knowledge and information base. **Producing and selling knowledge** is seen as a key factor in development strategies.
- **Information and knowledge is produced, absorbed and disseminated by the media**

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*“The empires of the future
will be empires of the mind”*

Sir Winston Churchill 1943



Discuss!

