COMMUNITY ORGANIZATION AND COMMUNICATION

ASSIGNMENT

Course Code: - BSW 123
Total Marks – 100

Note:

(i) Answer any **five** of the following questions in about **500 words** each.
(ii) All questions carry equal marks.

1. Define Community Organization. Present the various models and approaches to community organization. 20

2. Illustrate, with suitable examples, how gender-sensitive community organization can be practiced. 20

3. Discuss advocacy as a method of contemporary social work. 20

4. Present the salient features and importance of using a strength-based approach in contemporary times. 20

5. Highlight the key functions and models of health communication. 20

6. Critically analyze the role and functions of mass communication media in the development of society. 20

7. Explain the intervention methods of social work in a family setting. 20

8. Discuss the scope and applicability of social work in industry. 20

1. Define Community Organization. Present the various models and approaches to community organization. 20

Answer

Community organization is a method of social work through which people living in a locality, or sharing an important concern, identify common needs, mobilize resources and work together to improve their circumstances. It is not simply the arrangement of meetings or the delivery of welfare services. Its central idea is that people should participate in decisions affecting their lives and gradually gain the confidence, skills and power to solve common problems. The community organizer acts mainly as a facilitator, educator, planner and advocate rather than deciding everything on behalf of residents.

Meaning and basic principles

Community organization brings residents, voluntary groups, public institutions and local leaders into a cooperative process. For example, a village suffering from irregular drinking-water supply may create a water committee, map affected households, meet the panchayat and monitor repairs. The process is as important as the final water connection because it develops shared responsibility and local leadership. Important principles are democratic participation, acceptance of different groups, self-determination, equality, cooperation, respect for local knowledge, transparency and accountability. A good organizer pays special attention to people whose voices are often ignored, including women, persons with disabilities and disadvantaged communities.

Jack Rothman's three models

The locality development model emphasizes community participation and the building of relationships. Residents study their problems, discuss possible solutions, form committees and contribute their own skills. The social worker encourages discussion and develops leadership. A neighbourhood sanitation drive, planned and managed jointly by residents, illustrates this model. Its strength is long-term ownership, although reaching consensus may take time and powerful groups can dominate if inclusion is not ensured.

The social planning model uses systematic study and professional knowledge to design services or programmes. A social worker or agency collects information on population, existing facilities, costs and needs, then prepares an appropriate plan with departments and experts. Planning a new primary-health outreach route after examining village distances and service gaps is an example. This model is useful for technically complex problems, but it can become top-down unless community members participate in setting priorities and assessing outcomes.