

***The "12 questions"***

**A starting kit for a cross-disciplinary heuristics in the field of development communication**

1. Which TRANSFORMATIONS does the initial (exogenous) message undergo in the process leading to its endogenous reproduction?
2. How is the MEANING OF DEVELOPMENT constructed in the course of various types of interaction between experts and action group on the one hand, and within the action group and with the population on the other hand?
3. How are developmental key "meta-notions" such as TIME and ACTIVITY FRAMES constructed?
4. How are COMMUNICATION GAPS and FAILURES recognized and COMPENSATING STRATEGIES identified and implemented?
5. How are linguistic representations of the MATERIAL OBJECTS (products, plants, ingredients, instruments) related to the perception of these objects and their function in the development project?
6. What are the criteria for the creation and testing of viable INNOVATIVE TERMINOLOGY?
7. What are the implications of RHETORIC AND ARGUMENTATIVE STRATEGIES FOR THE ACCEPTANCE OF INNOVATIVE CONCEPTS AND PROGRAMS OF ACTION?
8. What type of culture-specific communicative resources – e.g. METAPHORS, PROVERBS and, more generally, STRATEGIES OF INDIRECTION – are being used in negotiating acceptability and role attributions by VARIOUS SEGMENTS OF SOCIETY PARTICIPATING in the development process (with particular reference to the gender division)?
9. How are the COMMUNICATIVE ROLES of expert and participants constructed, evaluated, adjusted and modified through project-related verbal and non-verbal activity, with particular reference to the expert himself being, in this case, a "child" of the target group and speaking their language? How does this, positively and negatively, affect his role as an expert?
10. How are the project-related COMMUNICATIVE SETTING and COMMUNICATIVE PROCESSES perceived by the target group and linguistically reflected in METACOMMUNICATIVE ACTIVITY?
11. How are local promoters of innovative action perceived, and how is their action viewed in terms of social agency?
12. How are changes at the global or national level perceived and reflected at the local level, e.g. shift of power, attribution of floor in public meetings, participation of women in decision-processes, accountability at the village, clan and family level? How do local populations perceive the impact of a major crisis (civil war, natural disaster, epidemics, etc) on development?