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Development Communication: Reframing the Role of the Media

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In *Development Communication*, top media scholars explore the details of communication in areas where modernization has failed to deliver change.

- Offers a complete introduction to the history of development communication - the process of systematically intervening with either media or education in order to promote positive social change
- Discusses the major approaches and theories in development communication, including educational issues of training, literacy, schooling, and use of media from print and radio to video and the internet
- Explores the role of NGOs, the CNN Effect, and the power of grass-roots movements and 'bottom-up' approaches that challenge the status quo in global media

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