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# Development Communication Sourcebook World Bank

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Indigenous Language for Development Communication in the Global South

The Road to Results

Political Communication in Africa

Empowerment and Poverty Reduction

Exploring Journalism Practice and Perception in Developing Countries

The Rhetorical Legacy of Wangari Maathai

Social Entrepreneurship and Sustainable Development

Public Communication Campaigns

Development Communication Sourcebook

Communication and Social Change

Agriculture Investment Sourcebook

Safer Homes, Stronger Communities

Investing in information and communication technologies to reach gender equality and empower rural women

Handbook of Communication and Development

The Digital Challenge: Information Technology in the Development Context

Communicating for Change

Re-imagining Communication in Africa and the Caribbean

Mass Communication in the Modern Arab World

Education for Rural Development

Agricultural Innovation Systems

Communication for Development

Participatory Development and the World Bank

Rwanda Fast Forward

Setting Standards for Communication and Governance

Community Radio in South Asia

The Handbook of Global Health Communication

Participatory Communication

Global Perspectives on Journalism in Nepal

Media and Development

Healthcare Management Strategy, Communication, and Development Challenges and Solutions in Developing Countries

Internet and Social Change in Rural Indonesia

Communication-based Assessment for Bank Operations

Water Resources Sector Strategy

The World Bank Participation Sourcebook

Strengthening Participation for Development Results

Communication for Another Development

Community-Based Landslide Risk Reduction

The Handbook of Development Communication and Social Change

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## **JAEDEN JAZLYN**

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### **Indigenous Language for Development Communication in the Global South** World Bank Publications

At the start of the 21st century, the relationship between media and development has never felt more important. Following a series of 'media revolutions' throughout the developing world – beginning with the advent of cheap transistor radio sets in the late-1960s, followed by the rapid expansion of satellite television networks in the 1990s, and the more recent explosion of mobile telephony, social media and the internet – a majority of people living in the Global South now have access to a wide variety of Information and Communications Technologies (ICTs), and live in media saturated environments. Yet how can radio, television and mobile phones be most effectively harnessed towards the goals of purposive economic, social, and political change? Should they be seen as primarily a provider of channels through which 'useful information' can be delivered to target populations – in the hope that such information will alter those populations' existing behaviours? Or should they be seen as a tool for facilitating 'two-way communication' between development providers and their recipients (i.e. as technologies for improving 'participatory development')? Or should new media environments be approached simply as sites in which people living in the developing world can define 'development' on their own terms? This timely and original book – which is based on a critical reading of the relevant literatures, and on the author's own extensive primary research – introduces readers to all of these questions, and helps them to reach their own informed positions on each. It also examines the history of, and current debates regarding, media representations of development. Drawing on case studies from all over the world – including: 'hate radio' in Rwanda; theatre for development in India; telenovelas in Latin America; mobile banking and money in Africa, and; GIS and humanitarianism in Haiti – it will be of interest to all undergraduate and postgraduate students of media and development; international development professionals, and; simply to anyone with an interest in how media does, can, or should, change the world.

#### The Road to Results Rowman & Littlefield

The book provides an introductory knowledge about education, extension education and agricultural extension by incorporating their definition meaning concepts, objectives and principles which is basic to learners of extension education. There are many challenges faced in effective Information and Communication Technology implementation for rural development. Education in rural areas takes place at many different levels, from multigrade primary schools to agricultural universities. In many countries social change and economic development have been organized by providing not only basic education which is acknowledged as a priority, but also specific training to improve techniques employed in the rural economy. Furthermore, recent work on social capital shows that knowledge constitutes a key element for strengthening rural communities and facilitating their

adaptation to change. The present book has been designed as a manual which looks into field of rural development and education with a view to enhance the reader's understanding of the educational practices and schemes.

#### *Political Communication in Africa* World Bank Publications

With more than 1000 newspapers, 1100 local radios, 200 television channels, 3000 online news portals, and over 80 colleges providing media education and training, news media, and media education are vibrant fields in Nepal. This book provides a comprehensive overview of Nepal's news media, including empirical studies, critical reviews, and theoretical and philosophical analyses focusing on journalism and contemporary media practices in the country, using local standpoints and global perspectives. Laying foundations of academic research and discourse, it explores key issues about the state of media and journalism practices of Nepal and situates them against the professional standards of global journalism and journalism education. The book covers all news media, including traditional (newspaper, radio, and television) and digital platforms.

#### **Empowerment and Poverty Reduction** World Bank Publications

Watch Professor Melkote talk about Communication for Development: Theory and Practice for Empowerment and Social Justice This book critically examines directed social change theory and practice while presenting a conceptual framework of development communication to address inequality and injustice in contemporary contexts. This third edition features significantly revised and updated chapters to include the latest scholarship on, and practices of, media and communication for development. It explores empowerment and social justice to individuals and communities around the world in the context of increasing globalization. Tracing the history of development communication, it looks objectively at diverse approaches and their supporters, and goes on to provide models for the future. It also offers a new chapter presenting the authors' framework foregrounding empowerment and social justice as goals for development communication in the 21st century. The earlier editions of this book, *Communication for Development in the Third World* (1991 and 2001), are established core texts for courses on development communication throughout the world.

#### Exploring Journalism Practice and Perception in Developing Countries World Bank Publications

This lively book argues that in the development process, communication is everything. The authors, world experts in this field as teachers, practitioners and theorists, argue that Communication for Development is a creative and innovative way of thinking that can permeate the overall approach to any development initiative. They illustrate their argument with vivid case studies and tools for the reader, drawing on the stories of individual project leaders who have championed development for communication, and using a range of situations to show the different possibilities in various contexts. Free from jargon, and keeping a close look at how development is actually being implemented at ground level, this book is an important contribution to development studies not just for students but also for development practitioners and policy makers.

#### **The Rhetorical Legacy of Wangari Maathai** Springer Nature

What do we mean when we say participatory communication? What are the practical implications of working with participatory communication strategies in development and social change processes? What experiences exist in practice that document that participatory communication adds value to a development project or programme? The aim of this user guide on participatory communication is to provide answers to some of these questions. Many communication practitioners and development workers face obstacles and challenges in their practical work. A participatory communication strategy offers a very specific perspective on how to articulate social processes, decision-making processes and any change process for that matter. Participatory approaches are nothing new. However, what is new is the proliferation of institutions, especially governmental but also non-governmental, that seek participatory approaches in their development initiative. This guide seeks to provide perspectives, tools and experiences regarding how to go about it with participatory communication strategies. It is conceived as a guide that hopefully can be of relevance and utility for development workers in the field. It is targeted at both at government and their officials, World Bank staff and at civil society.

*Social Entrepreneurship and Sustainable Development* IGI Global

How do the communication practices of governments, NGOs and social movements enhance opportunities for citizen-led change? In this incisive book, Thomas Tufte makes a call for a fundamental rethinking of what it takes to enable citizens' voices, participation and power in processes of social change. Drawing on examples ranging from the Indignados movement in Spain to media activists in Brazil, from rural community workers in Malawi to UNICEF's global outreach programmes, he presents cutting-edge debates about the role of media and communication in enhancing social change. He offers both new and contested ideas of approaching social change from below, and highlights the need for institutions – governments and civil society organizations alike – to be in sync with their constituencies. *Communication and Social Change* provides essential insights to students and scholars of media and communications, as well as anyone concerned with the practices and processes that lead to citizenship, democracy and social justice.

*Public Communication Campaigns* Springer

This book explores and honors the rhetorical legacy of Dr. Wangari Maathai, winner of the 2004 Nobel Peace Prize. Each chapter provides an analysis of Maathai's public advocacy as she attempted to persuade the world to provide greater protection of earth's habitats.

*Development Communication Sourcebook* Springer

This incisive Handbook critically examines the role and place of media and communication in development and social change, reflecting a vision for change anchored in values of social justice. Outlining the genealogy and history of the field, it then investigates the possible new directions and objectives in the area. Key conclusions include an enhanced role for development communication in participatory development, active agency of stakeholders of development programs, and the operationalization of social justice in development.

*Communication and Social Change* John Wiley & Sons

The authors explore the outlook of Rwanda in the context of development of East Africa and Sub-Saharan Africa. They examine Rwanda's vision, achievements and uncertainties in terms of national unity, institutional leadership, the spectre of industrial policy and economic

development, perceptions of civil society engagement, etc.

*Agriculture Investment Sourcebook* World Bank Publications

This book is based on an empirical research which explores bottom-up development practices initiated and organized by rural communities in the Indonesian periphery by placing "communication" at its core of analysis. The aim is to determine the extent that the Indonesian decentralization policy and the use of internet and other digital Information and Communication Technologies (ICTs) has affected the theory and practice of development communication as well as changes in relations between the center and the periphery within the context of Indonesian rural development. The book takes on periphery perspective in center-periphery interactions and relations. Hence, it belongs to "periphery research" that has rarely been used in recent decades. By using Grounded Theory for its data collection and analysis method, the results of this study are grouped into two major thematic categories: "communication development", instead of development communication, and "communication empowerment".

**Safer Homes, Stronger Communities** Taylor & Francis

This book explores the state of community radio, a significant independent media movement that began about two decades ago, in different parts of South Asia. The volume outlines the socioeconomic and historical contexts for understanding the evolution and functioning of community radio in an increasingly globalised media environment. It provides a ring-side view of how various countries in South Asia have formulated policies that enabled the emergence of this third sector of broadcasting (public and private being the other two) through radio, rendering the media ecology in the region more pluralistic and diverse. The chapters in the volume, interspersed by practitioner perspectives, discuss a range of key issues related to community radio: radio policies, NGOisation of community radio, spectrum management and democratisation of technology, disasters/emergencies, gender issues, sustainability, and conflicts. One of the first of its kind, this volume will appeal to scholars and researchers of community media and independent media studies, cultural studies, as well as sociology and social anthropology, and South Asian studies.

*Investing in information and communication technologies to reach gender equality and empower rural women* John Wiley & Sons

"This book brings together voices from the margins, within the context of indigenous languages and development communication, from underrepresented regions in terms of academic enterprise. The cases presented here serve as a starting point for multiple debates and seek to present a first glimpse of discussions within the disciplines"--

*Handbook of Communication and Development* SAGE Publications India

This book introduces, explains, and explores communication in the modern Arab world. Focusing on contemporary times and the lasting effects of the Arab Spring, the book reveals how the unceasing growth of media and communication technologies have acted as agents of change and provides evidence of mass communication's potential to transform societies and cultures.

*The Digital Challenge: Information Technology in the Development Context* World Bank Publications

The 'Development Communication Sourcebook' highlights how the scope and application of communication in the development context are broadening to include a more dialogic approach. This approach facilitates assessment of risks and opportunities, prevents problems and conflicts, and

enhances the results and sustainability of projects when implemented at the very beginning of an initiative. The book presents basic concepts and explains key challenges faced in daily practice. Each of the four modules is self-contained, with examples, toolboxes, and more.

**Communicating for Change** World Bank Publications

This book advances alternative approaches to understanding media, culture and technology in two vibrant regions of the Global South. Bringing together scholars from Africa and the Caribbean, it traverses the domains of communication theory, digital technology strategy, media practice reforms, and corporate and cultural renewal. The first section tackles research and technology with new conceptual thinking from the South. The book then looks at emerging approaches to community digital networks, online diaspora entertainment, and video gaming strategies. The volume then explores reforms in policy and professional practice, including in broadcast television, online newspapers, media philanthropy, and business news reporting. Its final section examines the role of village-based folk media, the power of popular music in political opposition, and new approaches to overcoming neo-colonial propaganda and external corporate hegemony. This book therefore engages critically with the central issues of how we communicate, produce, entertain, and build communities in 21st-century Africa and the Caribbean.

Re-imagining Communication in Africa and the Caribbean Rowman & Littlefield

Investing to promote agricultural growth and poverty reduction is a central pillar of the World Bank's current rural strategy, 'Reaching the Rural Poor' (2003). This 'Sourcebook' addresses how to implement the rural strategy, by sharing information on investment options and identifying innovative approaches that will aid the design of future lending programs for agriculture. It provides generic good practices and many examples that demonstrate investment in agriculture can provide rewarding and sustainable returns to development efforts. It is divided into eleven self-contained modules. Each module contains three different types of subunits that can also be stand-alone documents: I. Module Overview II. Agricultural Investment Notes III. Innovative Activity Profiles. The stand-alone nature of the subunits allows flexibility and adaptability of the material. Selected readings and web links are also provided for readers who seek more in-depth information. The 'Sourcebook' draws on a wide range of experiences from donor agencies, governments, institutions, and other groups active in agricultural development. It is an invaluable reference tool for policy makers, professionals, academics and students, and anyone with an interest in agricultural

investments.

*Mass Communication in the Modern Arab World* Routledge

Media outlets play a pivotal role in fostering the positive and beneficial development of countries in modern society. By properly informing citizens of critical national concerns, the media can help to transform society and promote active participation. Exploring Journalism Practice and Perception in Developing Countries is a crucial reference source for the latest scholarly material on the impacts of development journalism on contemporary nations and the media's responsibility to inform citizens of government and non-government activities. Highlighting a range of pertinent topics such as media regulation, freedom of expression, and new media technology, this book is ideally designed for researchers, academics, professionals, policy makers, and students interested in the role of journalist endeavors in developing nations.

*Education for Rural Development* John Wiley & Sons

This book offers a comprehensive account of the nature and development of political communication in Africa. In light of the growing number of African states now turning towards democratic rule, as well as the growing utilization of information technologies in Africa, the contributors examine topics such as: the role of social media in politics, strategic political communication, political philosophy and political communication, Habermas in Africa, gender and political communication, image dilemma in Africa, and issues in political communication research in Africa, and identify the frontiers for future research on political communication in Africa.

Agricultural Innovation Systems Taylor & Francis

This title outlines a number of practical initiatives to strengthen the role of development communication in infrastructure projects. The authors aim to facilitate better quality projects and to build consensus on the type of governance reforms needed to fight corruption, drawing on the experience of development agencies like the World Bank and Transparency International. It starts by characterizing corruption vulnerabilities in infrastructure and proceeds to illustrate where communication has added value on a number of recent projects, both in regard to making the projects more sustainable and by incorporating anti-corruption measures into the project preparation and implementation. It draws on examples of mainly World Bank-supported projects from the road, transport, power, and water sectors in different governance contexts. Five standard-setting initiatives are then outlined, which focus on promoting best practice to better integrate development communication into the project cycles of World Bank-supported infrastructure projects.