

COMMUNICATION for DEVELOPMENT

Reinventing Theory and Action

(In 2 volumes)

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**Volume – 1: Understanding Development Communication
&
Volume – 2: Advanced Development Communication**

By

Kiran Prasad

About the Book: Communication for development is a broad cognitive field of enormous international, national and regional interest attracting attention as a special field of study by students and researchers across disciplines. New media and communication convergence are reshaping the ways in which communication can be used in development infusing renewed interest in the field as a subject of serious academic study. This book includes these new developments and has been designed keeping in mind the UGC Core Curriculum for the course *Communication for Development* offered at the Masters Degree for students of Journalism, Mass Communication, Electronic Media, Visual Communication, Public Relations and Advertising Studies.

The first volume of the book *Understanding Development Communication* links theory, policy and the practice of communication for development. This volume discusses various theories of development communication followed by communication for rural development and social movements, the use of information and communication technologies in development from the early SITE experiment to the Internet. This volume integrates theory and praxis with a distinct focus on India in moving *development communication to empowerment communication*.

The second volume of the book *Advanced Development Communication* links theory, policy and action on several thrust areas of development communication including women's empowerment, health communication, family welfare and population communication, environmental communication, the digital divide, political economy, and development communication ethics. It raises several fundamental questions on development communication policy for furthering research and action studies to improve the quality of life of people in the developing world.

The interdisciplinary scope of the book makes it an ideal text for a wide range of disciplines including communication, journalism, electronic media studies, development studies, sociology, social work, extension studies, rural development, population studies and social policy.

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