

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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- Communication and Empowerment of Women: Strategies and Policy Insights from India (in 2 Vols.); The Women Press, New Delhi; Rs. 1500 (Set).
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What communication for development looks like from different perspectives, including international labour standards, environmental issues, and donor relations. All about cross-platform storytelling. Participants will be challenged to work on communication initiatives, which may involveÂ The trainers are international experts in communication, training, and development. Participants flex their creativity in an innovative space through collaborative projects, hands-on exercises, and interactive speaker sessions. Communication for Development (C4D) is all the different types of communication that need to take place in societies if sustainable democratic development is to occur. The approach to Communication for Development (C4D) has evolved over the years. Initially developed after World War II as a tool for diffusion of ideas, communication initiatives primarily involved a one-way transmission of information from the sender to the receiver. This includes large-scale media campaigns, social marketing Communication for Development and Social Change (CDSC) has been a dynamic field where there is still a lot to explore and many ideas are yet to crystalize. A lot of scholars have proposed different frameworks at different points in time more. Communication for Development and Social Change (CDSC) has been a dynamic field where there is still a lot to explore and many ideas are yet to crystalize.

Development Communication, has been alternatively defined as a type of marketing and public opinion research that is used specifically to develop effective communication or as the use of communication to promote social development. "the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential." [2]. We at Communication for Development Ltd specialise in servicing the communication needs of international development organisations and business corporate social responsibility (CSR) divisions. We are a global team of visual storytelling experts, headquartered in London in the UK. Our combination of stunning creativity, impressive technical ability and a solid understanding of both development and CSR issues equips us to produce visual content that's both engaging and relevant. Communication for Development (ComDev) is a driver in agriculture and rural development. It is a results-oriented communication process based on dialogue and participation. ComDev can maximize the impact and sustainability of development initiatives, facilitating knowledge sharing, informed decision-making and collective action. FAO's work in Communication for Development. A growing body of literature in the field of development communication emphasised that community participation needs to be at the centre of development initiatives (Besseite, 2004; Diouf, 1995; Melkote and Steeves, 2001; Servaes, 1999). Some research findings also indicated the significance of community participation at the different stages of development programmes, especially in the decision making process (Narayan, 1996; Pretty et al. 1995; Kottak, 1991).