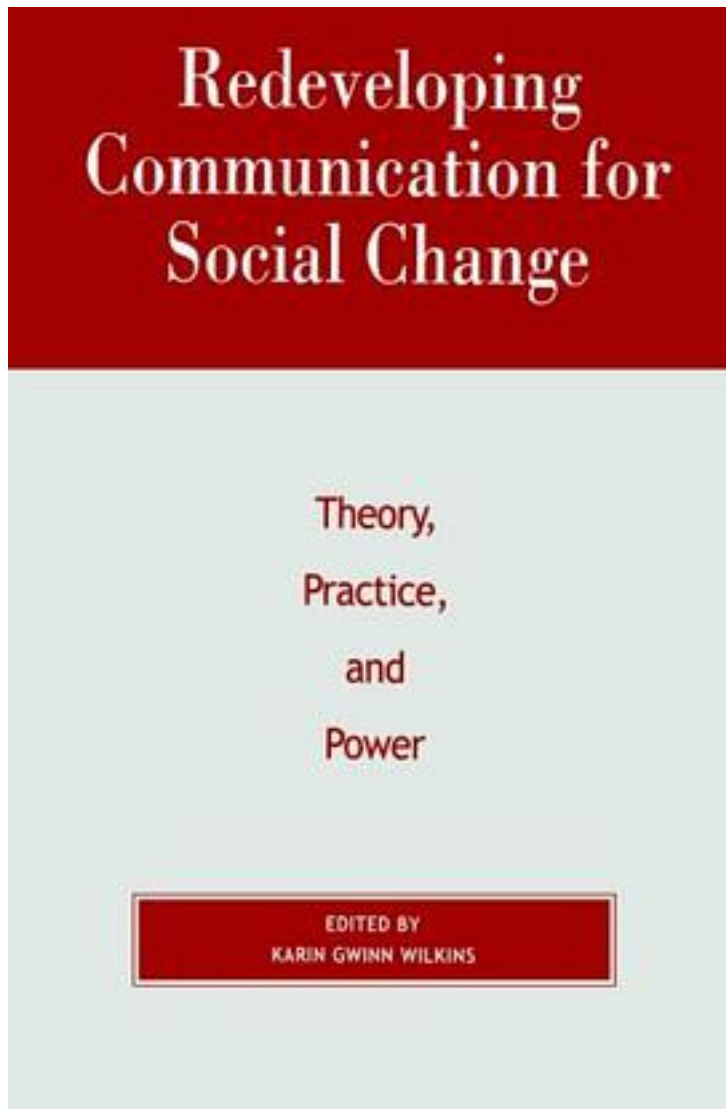


# Redeveloping Communication for Social Change



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To reshape the field of development communication, *Redeveloping Communication for Social Change* proposes situating theory and practice within contexts of power, recognizing both the ability of dominant groups to control and the potential for marginal communities to resist. Contributors from communication and anthropology explore the global and institutional structures within which agencies construct social problems and interventions, the discourse guiding the normative climate for conceiving and implementing projects, and the practice of strategic interventions for social change. Examining early and emerging models of development, power dynamics, ethnographic approaches, gender issues, and information technologies, they speculate how a framework accounting for power might contribute toward new directions and applications in the field. Instead of mourning the demise of development communication, this volume should provoke critical debate that will help us change our approaches to meet new challenges.

作者介绍:

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