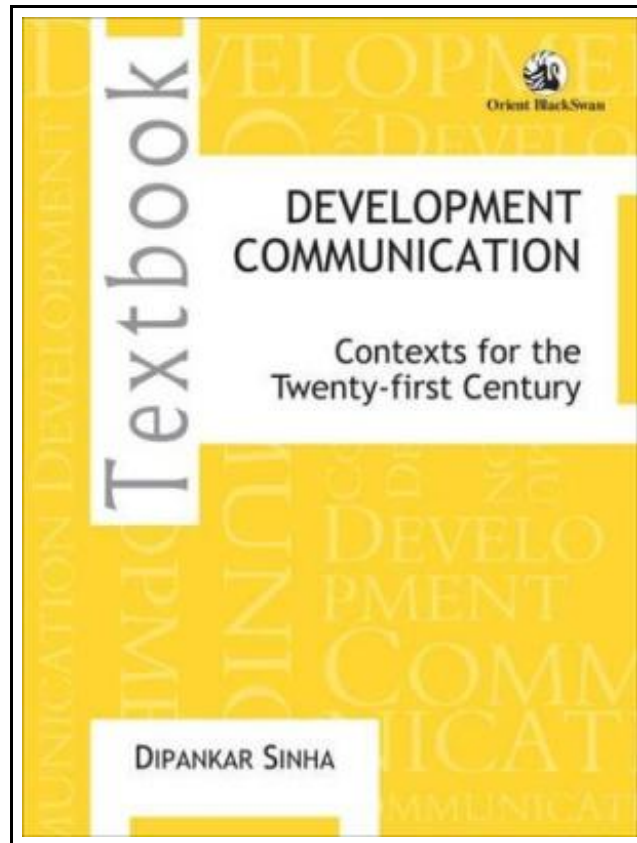


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Orient BlackSwan, New Delhi, India, 2013. Softcover. Book Condition: New. Development Communication refers to the systematic application of the processes, strategies and principles of communication to bring about positive social change. It uses various mediums, such as radio, music, theatre, booklets, to, help transform, for instance, attitudes towards the girl child, promote literacy, and increase awareness about HIV/AIDS, the adverse effects of polio and need for potable water. This volume looks at the origins, the theoretical underpinnings and the major debates in the discipline of Development Communication. While arguing that it rightfully belongs in the realm of the social sciences, the author critically scrutinises the concepts of both development and communication. Printed Pages: 240.

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