

JN:549562

# Communication for Development in the Third World

## Theory and Practice

**SRINIVAS R. MELKOTE**

BCU Cluj-Napoca

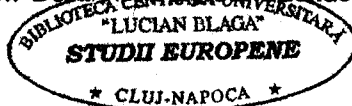


STEUR201300030



**Sage Publications**

New Delhi Newbury Park London



# Contents

<b>Foreword</b> by Everett Rogers	9
<b>Preface</b>	11
<b>Historical Overview of Third World Development/Underdevelopment</b>	13
<b>Historical Overview of Development Activities/Development Communication Theories since World War II</b>	15
<b>Chapter 1: INTRODUCTION TO THE STUDY OF COMMUNICATION AND DEVELOPMENT IN THE THIRD WORLD</b>	19
<i>Communication for Development: A Historical Reprise Organization of the Book</i>	
<b>SECTION A: THEORETICAL FRAMEWORK (UNTIL THE SIXTIES)</b>	
<i>Overview</i>	
<b>Chapter 2: THE DOMINANT PARADIGM: EARLY THEORIES IN COMPARATIVE INTERNATIONAL DEVELOPMENT</b>	37
<i>Modernization Theories Dominant Paradigm of Development Summary</i>	
<b>Chapter 3: COMMUNICATION APPROACH OF THE DOMINANT PARADIGM</b>	62
<i>Communication Effects Approach Diffusion of Innovations Research The Mass Media and Modernization Approach Summary</i>	
<b>SECTION B: THEORETICAL FRAMEWORK DURING THE NEXT TEN YEARS (THE SEVENTIES): FALL OF THE DOMINANT PARADIGM</b>	
<i>Overview</i>	
<b>Chapter 4: DENIGRATION OF THE DOMINANT PARADIGM: CRITICAL ANALYSIS OF EARLY APPROACHES TO THIRD WORLD DEVELOPMENT</b>	96
<i>Sociology of Development Models Revisited Critique of the Cultural Model</i>	

## **8 • Communication for Development**

*Value-Enactment Model Revisited*  
*Critique of the Economic Model*  
*Decline of the Dominant Paradigm*  
*Summary*

### **Chapter 5: CRITIQUE OF THE DOMINANT PARADIGM'S COMMUNICATION APPROACH** **138**

*The Mass Media and Modernization Approach: A Critique*  
*Critique of Diffusion of Innovations Research*  
*Summary*

### **SECTION C: THEORETICAL FRAMEWORK FOR THE EIGHTIES AND BEYOND: FROM EMPIRICAL POSITIVISM TO QUALITATIVE AND NORMATIVE MODELS OF DEVELOPMENT AND COMMUNICATION**

#### *Overview*

### **Chapter 6: ALTERNATIVE DEVELOPMENT PARADIGMS: EMERGENCE OF NEW THEORIES OF THIRD WORLD DEVELOPMENT AND ROLE FOR COMMUNICATION** **177**

*Development of Whom? An Ethical Perspective*  
*Alternative Conceptions of Development in the Seventies*  
*New Roles for Communication in Development*  
*Summary*

### **Chapter 7: ANOTHER DEVELOPMENT: STRATEGIES FOR PARTICIPATION AND COMMUNICATION IN THE EIGHTIES** **228**

*Failures in Theoretical Conceptualization*  
*'Another Development': Strategies for Participation  
and Communication*

### **References** **272**

### **Index** **286**