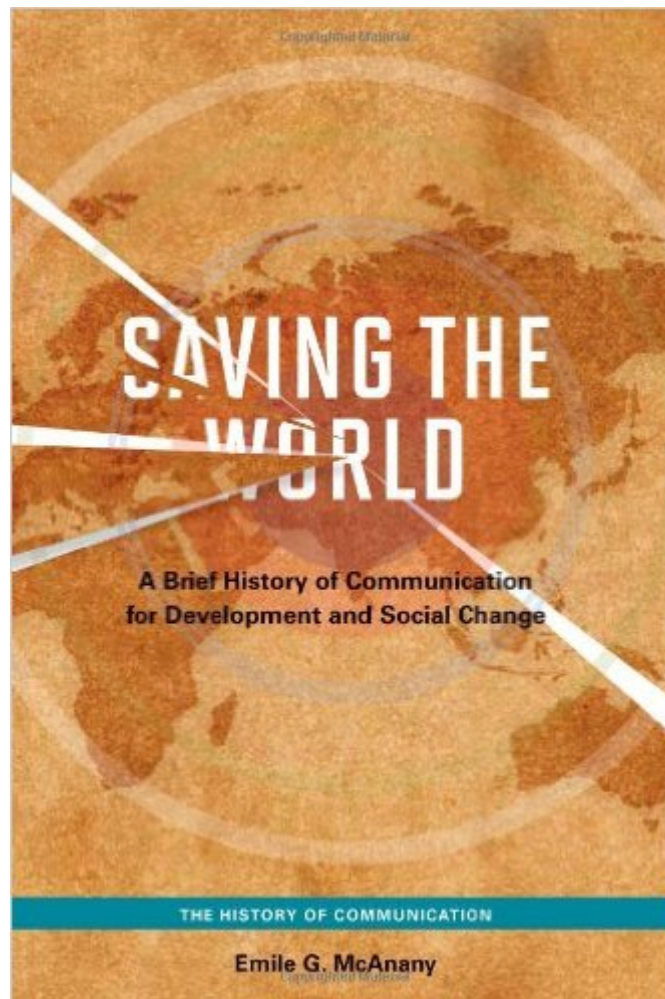


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Saving The World: A Brief History Of Communication For Devleopment And Social Change



Synopsis

This far-reaching and long overdue chronicle of communication for development from a leading scholar in the field presents in-depth policy analyses to outline a vision for how communication technologies can impact social change and improve human lives. Drawing on the pioneering works of Daniel Lerner, Everett Rogers, and Wilbur Schramm as well as his own personal experiences in the field, Emile G. McAnany builds a new, historically cognizant paradigm for the future that supplements technology with social entrepreneurship. McAnany summarizes the history of the field of communication for development and social change from Truman's Marshall Plan for the Third World to the United Nations' Millennium Development Goals. Part history and part policy analysis, *Saving the World* argues that the communication field can renew its role in development by recognizing large aid-giving institutions have a difficult time promoting genuine transformation. McAnany suggests an agenda for improving and strengthening the work of academics, policy makers, development funders, and any others who use communication in all of its forms to foster social change.

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