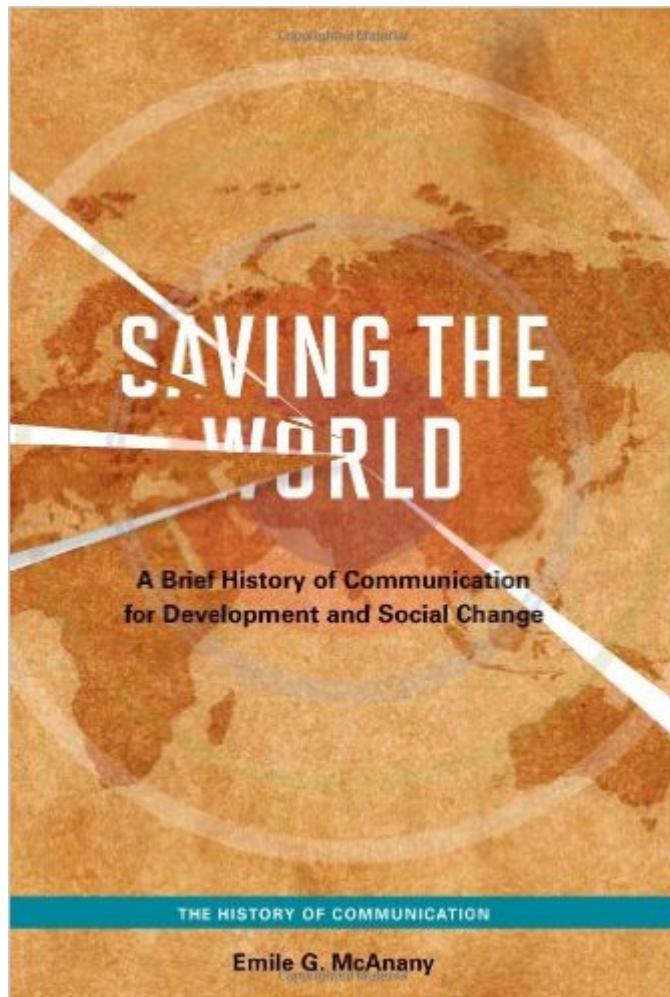


The book was found

Saving The World: A Brief History Of Communication For Development 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.

Book Information

Series: History of Communication

Paperback: 200 pages

Publisher: University of Illinois Press; 1st Edition edition (March 20, 2012)

Language: English

ISBN-10: 0252078446

ISBN-13: 978-0252078446

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,204,798 in Books (See Top 100 in Books) #222 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Non-Governmental Organizations #1202 in Books > Textbooks > Business & Finance > Business Development #1556 in Books > Business & Money > Economics > Development & Growth

[Download to continue reading...](#)

Saving the World: A Brief History of Communication for Development and Social Change Brief Romanian Military History (Brief History (Scarecrow Press)) Social Anxiety: Ultimate Guide to Overcoming Fear, Shyness, and Social Phobia to Achieve Success in All Social Situations (BONUS,

Anxiety Relief, Social Anxiety Treatment) Social Security: Time for a Life of Leisure - The Guide of Secrets to Maximising Social Security Retirement Benefits and Planning Your Retirement (social ... disability, social security made simple) Saving My Rotting Cactus (an illustrated, step-by-step guide to saving your rotten cactus) Conversation Skills: Tactics to Improve Your Conversation and Small Talk Skills for Better Social, Business and Relationship Communication (Communication Skill Training) Change Your Habits Change Your Life: Break Your Bad Habits, Break Your Addictions And Live A Better Life (Change Your Life, Stop Smoking, Stop Drinking, Stop Gambling, Stop Overeating) History: Human History in 50 Events: From Ancient Civilizations to Modern Times (World History, History Books, People History) (History in 50 Events Series Book 1) World War 2 History's 10 Most Incredible Women: World War II True Accounts Of Remarkable Women Heroes (WWII history, WW2, War books, world war 2 books, war history, World war 2 women) Psychology: Social Psychology: 69 Psychology Techniques to Influence and Control People with Communication Tricks, NLP, Hypnosis and more... (Psychology, ... NLP, Social Anxiety, Cognitive Psychology) Everyday Charisma: Techniques for Mass Appeal, Charm, and Becoming a Social Powerhouse (Social Skills, Communication Skills, People Skills Mastery) The Politics of Social Policy Change in Chile and Uruguay: Retrenchment versus Maintenance, 1973-1998 (Latin American Studies: Social Sciences and Law) The Slaughterhouse Cases: Case Brief (Court Case Brief) The Origins of the Modern World: A Global and Environmental Narrative from the Fifteenth to the Twenty-First Century (World Social Change) Kuwait and the Sea: A Brief Social and Economic History Brooks/Cole Empowerment Series: Social Welfare Policy and Social Programs (SW 323K Social Welfare Programs, Policies, and Issues) History: British History in 50 Events: From First Immigration to Modern Empire (English History, History Books, British History Textbook) (History in 50 Events Series Book 11) Saving the Neighborhood: Racially Restrictive Covenants, Law, and Social Norms Framing Public Life: Perspectives on Media and Our Understanding of the Social World (Routledge Communication Series) An Invitation to Health: Choosing to Change, Brief Edition (with Personal Wellness Guide) (Available Titles Diet Analysis Plus)

[Dmca](#)