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Altri autori (Persone)	OnwumechiliChuka Ndololkechukwu S
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Reviewing past frameworks and today's discourse. Transcultural social change and development : a critical review of paradigm shifts / Daniel Awodiya -- Africa, development and communication : the day after / Chuka Onwumechili and Ikechukwu Ndolo -- Speaking of African women's agency, activism and complementary gender roles : a look at African feminism / Annie Duru -- Going back to basics : shifting research focus to indigenous knowledge systems and their role in development / Matt Moge kwu. Theorizing & expanding the realm. Another view : theorizing development media / Chuka Onwumechili and Ritchard M'Bayo -- The theory of communicative action for population-communication management in sub-Saharan Africa : argumentative speech in Nigeria / Cornelius Pratt and Thomas Jacobson -- Development media : challenges and attempts / Genet Lakew -- Issues and perspectives on community engagement for behavior and social change / Ikechukwu Ndolo and Hilary Ozoh. Country cases. Health communication and Nigeria : sickle cell anaemia

in Nollywood / Tokunbo Ojo and Jan Servaes -- Moving the signpost in Cameroon? : resolving inter-village rivalry through a form of communication / Kehbuma Langmia -- Communicating peace : women transcend cultural boundaries in post-genocide Rwanda / Eddah Mutua and Ayantu Tibeso -- Coding for development in the Silicon Savannah : the emerging role of digital technology in Kenya / George Gathigi and Ernest Waititu -- Sustainable development and rural access to telecommunications in Nigeria / Chukwudiebube Bede Opata.

Sommario/riassunto

This book takes a new look at development communication in Africa from the perspective of experienced scholars and practitioners. The book is organized into three sections or parts, the first focusing on the past and the history of development communication scholarship; the second analyzes theoretical issues, and finally a third section that looks at country cases.
