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Titolo	Saving the world [[electronic resource] ] : a brief history of communication for development and social change // Emile G. McAnany
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Descrizione fisica	1 online resource (202 p.)
Collana	History of communication
Disciplina	338.9001/4
Soggetti	Communication in economic development - History Communication in rural development - History Communication in social action - History Mass media - Social aspects - History Electronic books.
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [157-168]) and index.
Nota di contenuto	Communication in the lives of the globe -- Saving the world : beginning of communication for development -- Globalization, discourse and development communication : Unesco as prime mover -- Communication for development : does it work? -- Rethinking the paradigm : the dependency phase -- Another paradigm : participatory communication -- Paradigm for a new millennium : social entrepreneurship -- Past, present and future : an agenda for 2015 and beyond -- The future : some final thoughts.
Sommario/riassunto	Drawing on the pioneering works of Daniel Lerner, Everett Rogers, and Wilbur Schramm as well as his own personal experiences in the field, McAnany builds a new, historically cognizant paradigm of communication for development and social change for the future that supplements technology with social entrepreneurship.