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Sommario/riassunto	This title demonstrates the significant actual and potential contribution of the media to development which takes several forms. It explains the forces in play that continue to influence the ever evolving forms and structures of the media and introduces a policy agenda for developing countries and donors that would support the active participation of developing countries in this process to better achieve their development goals. The paper aims to increase awareness in the development community of the contribution of the media to development and thereby enhance its priority status.