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Nota di contenuto	Contents; Preface; Abbreviations; Introduction; Module 1. The Value-Added of Development Communication; Table 1.1 Common Types of Communication in Development Organizations; Box 1.1 Getting Results through Interpersonal Communication Methods; Box 1.2 A Typology of Participation in Development Initiatives; Figure 1.1 Windows of Perception in an Agricultural Project; Box 1.3 Comparing and Contrasting CNA and CBA; Box 1.4 When a Perfectly Appropriate Technical Solution Does Not Make Much Sense; Figure 1.2 Mice Reconstructing an Image of a Cow; Table 1.2 Basic Features of Communication Modes Figure 1.3 DevComm Methodological FrameworkModule 2. Reflections on the Theory and Practice of Development Communication; Table 2.1 Basic Differences in the Two Communication Modes; Box 2.1 The Importance of the First Mile; Box 2.2 A Different Use of Video; Box 2.3 Communication to Inform and Change Behavior; Box 2.4 The World Congress on Communication for Development (WCCD); Figure 2.1 The Multitrack Communication Model; Module 3. Development Communication Methodological Framework and Applications; Figure 3.1 The Process Pyramid; Figure 3.2 DevComm Methodological Framework Table 3.1 Levels of Participation and CommunicationTable 3.2 The

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Sommario/riassunto

The Development Communication Sourcebook illustrates why the field of development communication is important and how its tools and methods enhance long-term and sustainable results. The book presents basic concepts and explains key challenges faced in daily practice. Each of the four modules is self-contained, with examples, toolboxes, and more.
