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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Foreword / Thomas Tufte -- Introduction / Giuliana Sorce -- ; Part 1 - Communicating for Social Change: NGO-Business Partnerships: Implications for Corporate Social Responsibility and Social Change Communication / Vidhi Chaudhri and James Everett Hein -- Resource Mobilization Strategies for Social Changes Among Climate Change ENGOS in the United States: a Text Mining Study / Kenneth C.C. Yang and Yowei Kang -- The Strategy of NGO Journalism in the Fight for Refugee Rights / Delaney Harness -- Integrating Social Media in NGO Strategic Communication: Lessons from Dutch NGOs' Communication Practices / Delia Dumitrica -- Narrative Strategies for Animated Development Communication: Examples from BRAC in Bangladesh / Naima Alam -- ; Part 2: Case Studies of Social Change in NGOs: The Development Workshop Cooperative Giving Voice to the Voiceless: Advocating for Seasonal Agricultural Workers in Turkey / Emel Odora Aksak and Daniela V. Dimitrova -- The Government's Needs Versus the Demands of Labor: a Case Study of Organizing by Labor NGOs in China / Luwei Rose Luqiu -- Organizational Legitimacy and Communication on SOcial Networking Sites: a Case Study of Sadagaat and the Hawadith |

Street Initiative in Sudan / Maha Bashri -- Theorizing Feminist-Democratic Media Activism via NGO Media Activism in South Africa / Giulana Sorce -- Practicing a Politics of Artistic and Communicative Trans Care: Casa Chama and Tranvestigender Rights in Brazil / Isabel Lofgren.

Sommario/riassunto

"This book examines the central role media and communication play in the activities of Non-Governmental Organizations (NGOs) around the globe, how NGOs communicate with key publics, engage stakeholders, target political actors, enable input from civil society, and create participatory opportunities. An international line-up of authors first discuss communication practices, strategies, and media uses by NGOs, providing insights into the specifics of NGO programs for social change goals and reveal particular sets of tactics NGOs commonly employ. The book then presents a set of case studies of NGO organizing from all over the world-ranging from Sudan via Brazil to China - to illustrate the particular contexts that make NGO advocacy necessary, while also highlighting successful initiatives to illuminate the important spaces NGOs occupy in civil society. This comprehensive and wide-ranging exploration of global NGO communication will be of great interest to scholars across communication studies, media studies, public relations, organizational studies, political science, and development studies, while offering accessible pieces for practitioners and organizers"--
