

1. Record Nr.	UNINA9910782836903321
Autore	Locksley Gareth
Titolo	The media and development : : what's the story? // Gareth Locksley
Pubbl/distr/stampa	Washington, D.C. : , : The World Bank, , c2009
ISBN	1-281-98048-X 9786611980481 0-8213-7834-1
Descrizione fisica	vii, 29 pages ; ; 26 cm
Collana	World Bank working paper ; ; no. 158
Disciplina	302.2309172/4
Soggetti	Mass media - Social aspects - Developing countries Mass media - Economic aspects - Developing countries Business incubators - Developing countries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 27-29).
Nota di contenuto	Contents; Foreword; Acknowledgments; 1. Introduction; 2. The Media's Role in Development; 3. Trends in Expanding the Media's Role in Development; 4. In the Developing World; References
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.