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Chapter 12: Advancing a Pedagogy of Social Change in Post-Katrina New Orleans: Participatory Communication in a Time of Crisis; Chapter 13: Gender as a Variable in the Framing of Homelessness; Part IV: Health Communication; Chapter 14: Understanding the Spread of HIV/AIDS in Thailand; Chapter 15: Framing Illness and Health on the USAID Website for Senegal
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Chapter 17: Effect of a Public Service Announcement on Couple Testing for HIV in Uganda on Beliefs and Intent to Act; Chapter 18: Crime and Punishment: Infidelity in Telenovelas and Implications for Latina Adolescent Health; Chapter 19: Conclusion: Communication for Sustainable Social Change Is Possible, but not Inevitable; Contributors; Author Index; Subject Index; Back Cover

Sommario/riassunto

At a time when sustainability is on everyone's lips, this volume is one of the first to offer an overview of sustainability and communication issues - including community mobilization, information technologies, gender and social norms, mass media, interpersonal communication, and integrated communication approaches - from a development and social change perspective. Drawing on contemporary theories of communication as well as real-world examples from development projects around the world, the contributors showcase the increasing richness and versatility of communication research and practice.
