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Issues for Political Economic Research; References; 4 Advocacy Communication; Advocacy; Political Foundations of Development; Communication for Social Justice
Hegemonic Dialogic; Strategic; Communication about Social Justice; Future Research; References; 5 Equality and Human Rights; Human Rights and Equality; Equality in the International Debates on Information and Communication; WSIS and the Global Digital Divide; Social Communication and Equality; Equality in Communication Rights; Human Survival and Social Communication; Conclusion; Notes; References; 6 Public Health; Public Health is Optimistic; Public Health is an Optimistic Call to Action; Public Health as an Optimistic Call for Change (and Violence); Conclusion
Areas for Future Research in Development Communication References; 7 Indigenous Communication: From Multiculturalism to Interculturality; Dangerous Rights: Communication and Diversity; Media Diversity Matters; Media and Discrimination; International Agreements; From Regulation to Observatories; Community Media: The Voice of Interculturality; Not a Conclusion; Notes; References; 8 Communication, Development, and the Natural Environment; Introduction; Nature and the Environment in a Development Context; Modernization and Transfer of Technology
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Strategic Communication in the Persuasion Paradigm

Sommario/riassunto

This valuable resource offers a wealth of practical and conceptual guidance to all those engaged in struggles for social justice around the world. It explains in accessible language and painstaking detail how to deploy and to understand the tools of media and communication in advancing the goals of social, cultural, and political change. A stand-out reference on a vital topic of primary international concern, with a rising profile in communications and media research programs
Multinational editorial team and global contributors
Covers the history of the field as w
