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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 Framework Module 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 Communication Table 3.2 The

Johari Window; Box 3.1 The Power of Participatory Communication for Social Change; Box 3.2 When Perceptions Diverge; Figure 3.3 Windows of Perceptions in a Software Innovation; Box 3.3 Addressing the Correct Communication Entry Point or Level; Table 3.3 CBA Main Steps; Table 3.4 Defining the Objective; Table 3.5 Main Steps of Communication Strategy Design; Figure 3.4 Using Communication Materials to Facilitate Dialog; Table 3.6 The Communication Action Plan; Figure 3.5 The Communication Program Design and Implementation Process
Box 3.4 A Communication Road Map to Change
Module 4. Development Communication Services and Operations at the World Bank; Figure 4.1 DevComm Portfolio in FY04 and FY06; Figure 4.2 Basic Phases of a Communication Program; Box 4.1 Evaluating the Performance of Communication in Public Sector Reforms; Figure 4.3 Links between Communication Program and Project Cycle; Table 4.1 Steps in Developing a Communication Plan for PRSPs; Box 4.2 Community Radio in Community-Driven Development Projects: Kenya, Ghana, and Sri Lanka; Box 4.3 Community Radio and Women's Participation: Timor-Leste
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Figure 4.4 DevComm Portfolio by Sector in March 2006; Appendix The Rome Consensus; Glossary; Index

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.

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