CONTENTS

List of Tables List of Figures List of Photographs List of Boxes List of Abbreviations Foreword by Late Dr Luis Ramiro Beltran Salmon Preface		ix xii xiii xv xvii xxi xxiii
Part I	Introduction and Overview	
Soc	welopment Communication, Empowerment, and cial Justice in the Globalization Epoch Media and Communication Development and Directed Change Empowerment Social Justice Development Communication Third World Globalization Conclusion Organization of the Book Olution of Devcom for Development and Social Justice Evolution of the Theory and Practice of Devcom Communication and Development for Social Justice in the 21st Century Conclusion	3 7 15 17 19 21 24 33 36 40 41 58 74
Part II	Development Discourse, Modernization Theory, and Devcom	
	odernization, Globalization, and the Dominant velopment Discourse Modernization as an Economic Model Modernization as Social Evolution	79 83 87

vi COMMUNICATION FOR DEVELOPMENT

	Modernization as Individual Change	93
	Modernization as Discourse	98
	Globalization	107
	Conclusion	120
4.	Media and Communication in Modernization and	
	Globalization	122
	Communication Effects Approach	123
	Mass Media and Modernization Approach	132
	Diffusion of Innovations Research	137
	Social Marketing	142
	Family Planning and HIV/AIDS Communication	
	Campaigns	151
	Media and Communication under Globalization	159
	Conclusion	176
PAI	RT III CRITICAL PERSPECTIVES ON COMMUNICATION AND DEVELOPMENT	
5.	Deconstructing the Dominant Development Paradigm	181
	Biases of the Dominant Development Paradigm	182
	Critique of the Economic Models	187
	Sociological and Psychosocial Models Revisited	204
	Gender and Environmental Biases in Modernization	
	Discourse	213
	Alternative Perspectives of Development and Social	
	Change	228
	Conclusion	236
6.	Critique of Devcom in the Dominant Paradigm	240
	Critique of Mass Media under Modernization	241
	Critique of Diffusion of Innovations Research and	
	Practice	255
	Critical Appraisal of Campaigns in Strategic Social	
	Change	271
	New Roles for Devcom	280
	Digital Communication Technologies for Development	287
	Conclusion	300

PART IV LIBERATION PERSPECTIVES AND PRACTICES IN DEVELOPMENT

7.	Liberation Theology and Development	305
	Religious Bias in the Dominant Development Paradigm	307
	Jewish Liberation Theology	313
	Christian Liberation Theology	314
	Islam and Liberation	317
	Gandhian Liberation Theology	319
	Buddhism and Liberation	323
	Liberation Theology and Marxism	325
	Forming Alliances	328
	Conclusion	329
8.	Communication and Spirituality in Development	333
	Paolo Freire and Liberation Theology	334
	Base Ecclesial Community Movement in Brazil	338
	Sarvodaya Shramadana Movement in Sri Lanka	343
	Muslims' Roles in United Nations Population Fund	
	Projects in Ghana	354
	Conclusion	362
PAI	RT V PARTICIPATORY AND EMPOWERMENT PARADIGMS	
	FOR SOCIAL JUSTICE	
9.	Participatory Paradigm in Development	369
	Participatory Strategies in Directed Social Change	370
	Participatory Communication Processes and Strategies	380
	Communication Models in Directed Change Programs	388
	Enhanced Role for Devcom	400
	Conclusion	407
10.	Media and Communication for Empowerment	410
	Communication for Empowerment	411
	Niche for DSC Professionals in the Empowerment Model	429
	Conclusion	432
11.	*	434
	Critical Development Study	434
	Alternatives to the Neoliberal Model of Directed Change	440

viii COMMUNICATION FOR DEVELOPMENT

Devcom for Social Justice in Directed Change:	
A Conceptual Framework	455
Conclusion	459
Postscript	460
Appendices	
Appendix A: Historical Overview of Development/	
Underdevelopment	462
Appendix B: Highlights of Media, Communication, and	
Development Activities since World War II	464
Bibliography	478
Index	526
About the Authors	536