

COMMUNICATION TECHNOLOGY AND HUMAN DEVELOPMENT

The role communication can play in facilitating social change and furthering the goals of development programmes is now widely acknowledged. The first section of the book provides a historical background to the evolving nature of the application of communication technology in development. Case studies of innovative application of communication technology, both in India and abroad, are described to assist a holistic understanding of the evolution of the role of development communication.

In section II, the author presents recent and major initiatives in the design and implementation of communication strategies in three important social sectors: literacy, population issues and rural development. Based on first-hand experience, these case studies provide very practical information concerning the key elements in appropriate development communication: setting objectives, programme design, planning, application of hardware, a multi-pronged approach, the preparation of materials, accountability, the participation of local communities, and professional management.

