



Media, Communication and Development: Three Approaches

Linje Manyozo

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The book thus addresses the extant gap in scholarship in the field and includes a chapter on impact evaluation, which current scholarship has either ignored or footnoted. In addition, the book uses case studies from both the global south and the global north to attend to complex and multidisciplinary concerns with participation, power and empowerment.

The author brings in postcolonial perspectives to demonstrate that the use of MCD approaches emerged in response to the growing problems of underdevelopment, and not necessarily to western development theories. Using simple language that is at the same time theoretically engaged, he opens up the field to scholars across a large number of disciplines.

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