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Development Communication in Practice: India and the Millennium Development Goals

By J.V. Vilanilam

Sage Publications, New Delhi, India, 2009. Paperback. Book Condition: New. First Edition. This book takes a fresh look at development communication in the Indian context. Charting its international history and discussing the Millennium Development Goals (MDGs) that evolved as part of the phenomenon of globalization, it links the history of India's development with development communication and discusses the role of media in disseminating information to the public. Development Communication in Practice: India and the Millennium Development Goals analyzes seven Indian newspapers for a period of seven months and evaluates the extent to which development issues are addressed in them. The findings reveal an under-representation of development issues in the media which, the author argues, needs to be addressed. Reviewing recent concepts on poverty measurement and the MDGs set forth by global scholars such as Jagdish Bhagwati, Amartya Sen and Joseph Stiglitz, the book acknowledges the importance of information technology, literacy and education in the process of development. This book will be a good resource for economists, development communication practitioners, policy makers and students and researchers working in the fields of communication, media studies and journalism. Printed Pages: 304.



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