Communication and Information for Development and Social Change

MONOGRAPHS FOR SCHOLARS, RESEARCHERS AND PRACTITIONERS

Prof Jan Servaes is the Series Editor for the books published in our new CfDSC Series (see pages 1 to 3 for more information). The latest of the three titles in the series is *Where The Rivers Meet The Sky* by Tim Kennedy. This very readable book is about a pioneering attempt at participatory development and change. Kennedy begins his inspiring story with his return, in the summer of 2006, to the communities he had collaborated with 40 years ago. He found waiting a moving communal reflection (project managers would have termed it "evaluation") of the profound impact of his SKYRIVER process. Kennedy offers readers at the end of his book a succinct summary of the participatory development strategies and tools he used, and identified which worked and endured. Communication for Development and Social Change (CfDSC) is the nurturing of knowledge aimed at creating consensus for action that takes into account the interests, needs and capacities of people concerned. It is a social process. Media and ICTs are important tools but their use is not an end in itself. Interpersonal communication has a fundamental role in CfDSC. Future titles in this series will look at issues and cases relating to HIV and AIDS, and the evolving communities one finds online.

Southbound and WACC (copublishing our third title together) remembers Fr Michael Traber (1929–2006), who guided WACC's global study and action programmes for 20 years, in *Communicating Peace* (see page 4). Traber tackled with passion and deep conviction issues related to journalism, racism and Africa during his lifetime . He was a founding member of the MacBride Round Table and played a very active role in the communication rights movement. The second part of the book comprise six pieces written by Traber during the 1990s. Ten chapters by senior scholars are included in the first part of the book. They address issues ranging from ethics, rights, and peace to Africa, the Internet, and war movies. Philip Lee, the editor of *Media Development* is the editor of this volume.

You will find a selection of our titles focusing on development communication, ICT for development, and the media in this listing of our books on the role of communication in development and change.

Southbound Publisher wins **Communication for Social Change Award**

S.Y. Chin, our publisher, has been awarded the 2008 Communication for Social Change Award by the Centre for Communication and Social Change, The University of Queensland. The award is made each year to recognize the achievements and contributions of an individual or organization in furthering the theory and practice of communication and social change.

Where The Rivers Meet The Sky
A Collaborative Approach to Participatory Development

Timothy Kennedy

The SKYRIVER process has received international recognition for its innovative use of video and film tools to enhance and strengthen citizen participation in the decision-making processes of government. The collaborative process of economic and social development, facilitated within and among Native Alaskan villages, led to direct communication between the villages and government officials and, ultimately, to positive social change. This book provides a detailed review of how the SKYRIVER process evolved and the many lessons learnt from its evolution.

"*Where The Rivers Meet The Sky by Tim Kennedy is a story of making changes, that for once gave back to Alaska's First Nations something that was taken away. This book is also a story of inner transformation both for the author and the people he worked with. I met Tim when he began to work in Anchorage. We became friends from our first meeting. There have been people with good intentions that came to Alaska sometimes for the lure of adventure, some who literally came for gold, some to find work, and some who volunteered to try to make real differences in the lives of real people. Tim was a breath of fresh air. I felt that he was genuine in his intentions working as a VISTA Volunteer. Tim was not in Alaska to save the Natives.*"

Kanaqlak (George P. Charles), Yup'ik PhD
Center Director, National Resource Center for American Indian, Alaska Native and Native Hawaiian Elders

"*This book should be essential reading for all those involved in community development work. It should be even more useful to enterprising people in the minority community, who want to take over the processes of their community development in their own way.*

Kennedy shows in his own behaviour a characteristic he has not commented on: commitment. The results he achieved could not have been produced in a short time. He had to go through a process of trying different approaches."

William Foote Whyte
Past President, Society for Applied Anthropology and the American Sociological Association
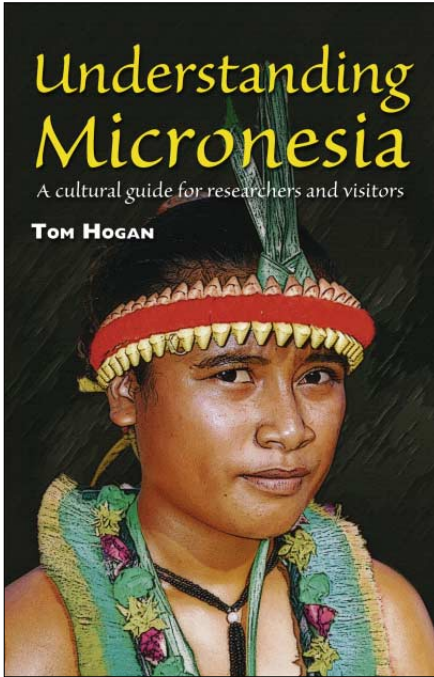
Understanding Micronesia
## A Cultural Guide for Researchers and Visitors

Tom Hogan

Tom Hogan recognizes that cultural biases, which have over and again undermined efforts at peace and development, are the root cause of the breakdown of communication between peoples. *Understanding Micronesia*, which the author presents as a record of his own survival of cultural collision, is an attempt to help others avoid the paralyzing effects of cultural collision. Although it focuses exclusively on island Micronesia, citing one example after another of the pitfalls of intercultural communication, Hogan's work speaks to the type of misunderstandings that occur in any part of the world. Should one stand or remain seated when a respected leader enters the room? To what extent can one afford to reveal personal emotions or beliefs when speaking casually with an acquaintance? Simply to know that there are very different answers to these questions, and perhaps to know how the different responses reflect distinct features of the cultures, is to set the stage for a conversation that has half a chance of becoming a successful exercise in communication. And who knows? The outcome might even be peace and development.

"*Tom Hogan's Understanding Micronesia is a welcome addition to the growing body of works on communication in the Pacific. Based on many years of productive fieldwork, this book is theoretically sophisticated and rich in insights. The author has lucidly and cogently laid bare some of the very significant issues that impede cross-cultural understanding in this region. I strongly recommend this book to all those interested in culture and communication in Micronesia and beyond.*"

Wimal Dissanayake
University of Hawaii

Published January 2008
Paperback ISBN: 978–983–9054–49–1. US$15
110 pages. 215mm x 140 mm
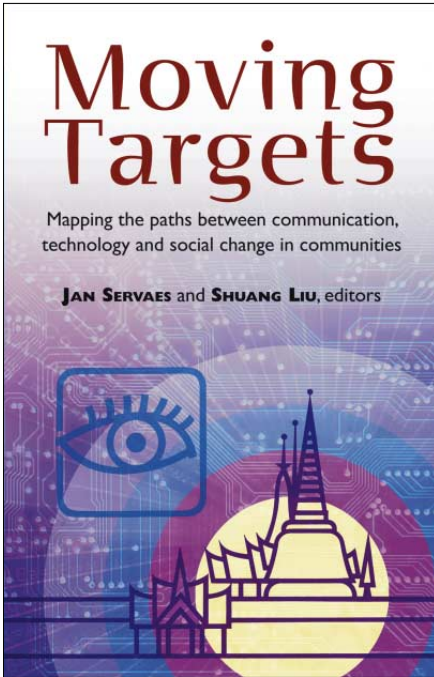
Moving Targets
Mapping the Paths Between Communication, Technology and Social Change in Communities

Edited by Jan Servaes and Shuang Liu

Communicators are shifting their focus of attention towards local communities and with the model of communication becoming multidimensional. This shift confronts both scholars and practitioners with a series of questions:

- How do we empower the 'voiceless' to control both the process and the content of communication?
- How do we inform, initiate and encourage the grassroots to identify problems and to come up with solutions?
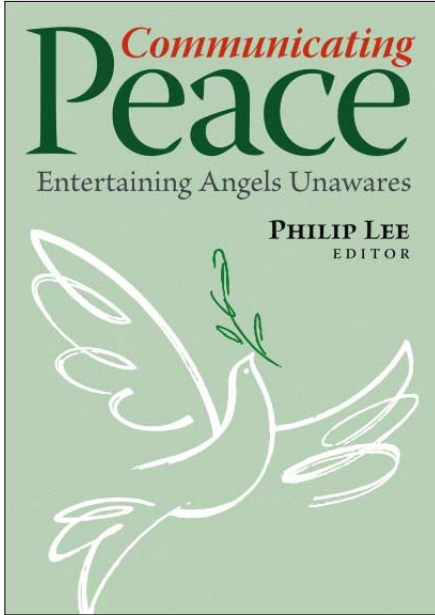- How do we deal with people's identity issues as they experience social and behavioural change?

This book attempts to address these questions, particularly at the community level, by investigating why some community initiatives succeed while others fail.

Contributing authors: Claude-Yves Charron, Prue Cruickshank, Lidia Pola, Lisa Ritchie, Patchanee Malikhao, Charles H. B. Mphande, Sylila Monteiro, Brian Shoesmith, Jo Tacchi, David Tafler, Elske van de Fliert, Kitty van Vuuren, Virginia Watson, Thomas Jayaprakash Yesudhasan

Published 2007
Paperback ISBN 978–983–9054–50–7. USD$25.00
276 pages, 215mm x 140 mm

"*Moving Targets introduces a dozen or so new and upcoming C4D scholars and researchers from Asia, thereby expanding the knowledge base and presenting new ideas. I felt the book is particularly promising as it seeks to expand the boundaries of the practice of communication for social change specifically with the focus on communication technologies.*"

Ketan Chitnis, UNICEF New York
book review published in *Global Media Journal*
Volume 7, Issue 12, Spring 2008
http://lass.calumet.purdue.edu/cca/gmj/index.htm

Themes covered by the volume include:

- Media and Civil Society in Africa
- Communication Ethics
- Journalists for Peace
- Public Sphere in the Internet Era
- Journalism in Africa
- Advertising against Racism
- Right to Information Movement
- War Movies

Chapters by Michael Traber:

- Communication as a Human Need and Human Right
- Beyond Patriotism: Escaping the Ideological Prison
- Towards the Democratisation of Public Communication
- Communication Transforming Conflict
- Communication is Inscribed in Human Nature

Communicating Peace
Entertaining Angels Unawares

Edited by Philip Lee
Editor, *Media Development*
Published in association with WACC

Communication rights and the ever more urgent need to construct a culture of peace are central to a vision of a world in which universal human values displace the accumulated weight of history's tyrannies.

Michael Traber, to whom this book is dedicated, believed that there is only one way of overcoming the political, economic, social, and cultural inequalities and violence that have marred and obstructed justice for all – and that is genuine communication. Building a culture of peace means building a culture of communication in solidarity with those whose freedom has been taken away, or seriously diminished, rendering them less than human.
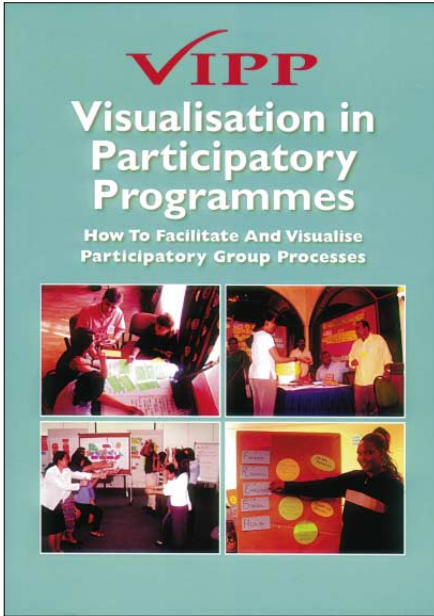

Fr Michael Traber

Contributoring authors:
Clifford G. Christians, Philip Lee, Kaarle Nordenstreng, Francis B. Nyamnjoh, Liv Sovik, Slavko Splichal, Pradip N. Thomas, Michael Traber and Robert A. White

Published November 2008
Paperback ISBN 978–983–9054–53–8. USD$25.00
280 pages. 215mm x 140 mm

VIPP's Community of Practice may be accessed at **www.Southbound.my/VIPP**

Visualisation in Participatory Programmes

How to Facilitate and Visualise Participatory Group Processes

Maria Angelica Salas, Hermann J. Tillmann, Neill McKee and Nuzhat Shahzadi
Published in association with UNICEF

This manual has been written for the trained facilitator of group events. It is designed to reinforce concepts and techniques learned in training of facilitators and trainers in participatory group processes. VIPP is not wedded to a particular framework or academic discipline in problem solving, planning or training. Rather it is a set of tools that can be applied to just about any group process as long as the intention is to make such processes more participatory and democratic.

VIPP has been adopted by various international agencies, NGOs and The United Nations in implementing participatory development programmes. Southbound hosts a VIPP community of practice at its website for practitioners of the methodology. Visit:

http://www.Southbound.my/VIPP

to access this network of colleagues around the world to exchange ideas and tools which may be applied to participatory processes.

This is a manual for facilitators and trainers involved in:

- Planning and revising projects and programmes
- Communication materials development and story-line planning
- Putting research into action
- Community-level development work, including PRA/PLA
- Training workshops
- Training of facilitators and trainers
- Curricula development
- Running conferences and information markets
- Management, human-resource planning and team building
- Business meetings

Walking on the Other Side of the Information Highway

Communication, Culture and Development in the 21st Century
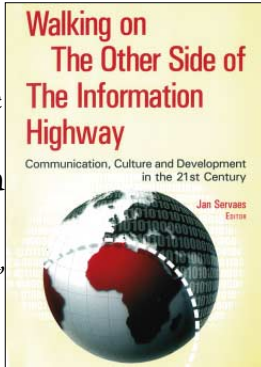
Edited by Jan Servaes

Many policy-makers seem to assume that technical and economic progress is simply a means to an end and that it hardly affects the culture in which it occurs. This book takes a closer look at the other side of the information highway. It does so by looking at the problems of communication, culture and development from different perspectives: historical and futuristic, theoretical and applied, organizational, strategic and methodological. It offers insights into how the processes of cultural globalization and localisation actually operate in locally defined public spheres; how the global is linked to the local, and how new perceptions of the global and the local lead to adjusted cultural identities.

Contributing authors: Carlos A. Arnaldo, John Sinclair, Chin Saik Yoon, Jan Servaes, Alan Hancock, Janusz Symonides, Victor Sunderaj, Anura Goonasekera, Anamaria Decock, Temba S.B. Masilela, Francis B. Nyamnjoh, and Erik Raymaekers

Published in 2000
Paperback ISBN 978-983-9054-23-1. US$20
213 pages. 215mm x 140 mm

Many Voices, One Vision

The Right to Communicate in Practice
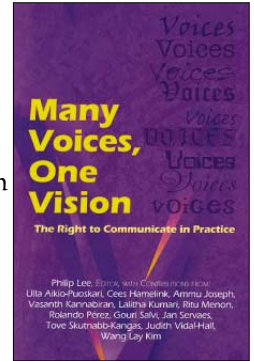
Edited by Philip Lee
Published in association with WACC

What does the right to communicate mean to millions of people marginalised by the political and economic self-interests of the North? How is concentration of media ownership threatening political activism and cultural diversity? What needs to be done to tackle the causes of the digital divide? How can the right to communicate guarantee equal access and participation in democratic decision-making? Why is it important to place safeguards on who owns and generates information and knowledge?

These are some of the questions addressed by this book, which promotes the vision of "a new, more just and more efficient world information and communication order".

Contributing authors: Cees Hamelink, Vasanth Kannabiran, Ritu Menon, Jan Servaes, Judith Vidal-Hall, Ulla Aikio-Puoskari, Tove Skutnabb-Kangas, Ammu Joseph, Vasanth Kannabiran, Lalitha Kumari, Gouri Salvi, Wang Lay Kim, and Rolando Pérez.
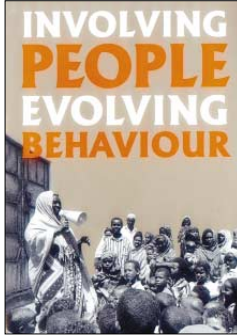
Published in 2004
Paperback ISBN 983-9054-40-6. US$18
166 pages. 215mm x 140 mm

Involving People, Evolving Behaviour

Edited by Neill McKee, Erma Manoncourt, Chin Saik Yoon, Rachel Carnegie
Published in association with UNICEF

"*Involving People, Evolving Behaviour is the product of a multi-sectoral and inter-disciplinary collaboration of development practitioners with wide international experience.... it questions the dominant theories and brings them to bear on empirical realities of the developing world. Such sophisticated analyses are rare.... This book is an attempt to negotiate theoretical traps in development policy, planning, and programme development.... The simple style and language with which arguments are clearly presented, the numerous case studies that bring real life to the fore, the wide coverage spanning almost all regions of the developing world, and keen attention to gender issues, make this book interesting for a general as well as specialist audience.*"

Development in Practice ,Volume 10, Number 5, November 2000, pages 723–724.

Contributing authors: Mira B. Aghi, Rachel Carnegie, Bruce Dick, Erma Manoncourt, Neill McKee, Pamela Reitemeier, Douglas Webb, Rhona Birrell Weisen, Esther Wyss, Chin Saik Yoon
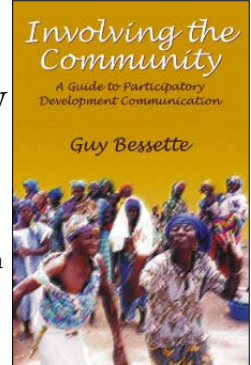
Published 2000
Paperback ISBN 978-983-9054-22-4. US$22
272 pages, 220 mm x 145 mm

Involving the Community
A Guide to Participatory Development Communication

Guy Bessette
Published in association with IDRC

This guide is intended for people working in research and development. It introduces participatory development communication concepts, discusses the use of effective two-way communication approaches, and presents a methodology to plan, develop and evaluate communication strategies to address the following questions:

* How can researchers and practitioners improve communication with local communities and other stakeholders?
* How can two-way communication enhance community participation in research and development initiatives and improve the capacity of communities to participate in the management of their natural resources?
* How can researchers, community members and development practitioners improve their ability to effectively reach policy makers and promote change?
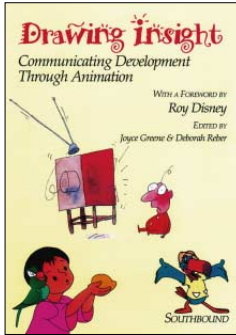
Published 2004
Paperback ISBN 983-9054-41-4. US$18
168 pages. 215mm x 140 mm

Drawing Insight
Communicating Development Through Animation

Edited by Joyce Greene and Deborah Reber with a foreword by Roy Disney.

This richly illustrated book presents the success stories of various development communication and non-formal education productions which drew on the power of animation to promote the well being of children. Experiences covered range from UNICEF's productions in Bangladesh, the Caribbean and Somalia, to world famous models including the Children's Television Workshop, ASIFA and Nickelodeon. This book grew out of presentations made at the Second Animation for Development Workshop and Summit. The event saw a rare gathering of world-class animators, and animation industry leaders who shared their experiences in using animation to reach out to the world's children.

Contributing authors: Charles Solomon, George McBean, Warren Feek, John Canemaker, Michel Ocelot, Cassie Landers, Glenda Banales, Jessica Langford, Sayoko Kinoshita, Gunnar Wille, Geraldine Laybourne, Christian Clark, Nick Boxer, Francine Desbiens and others.
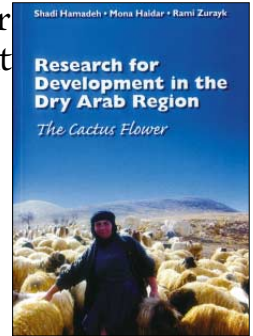
Published in 1996
ISBN 983-9054-14-7
Hardcover: US$50, paperback: US$30
128 pages. 296 mm x 210 mm

Research for Development in the Dry Arab Region
The Cactus Flower

Shadi Hamadeh, Mona Haidar, Rami Zurayk.
Published in association with IDRC

Can dryland communities cope with the global changes sweeping the world today? Is their predicament limited to their difficulty of building livelihoods on precarious natural resources? Can development research and external interventions offer any sustainable and fruitful partnerships to this end? This book relates the story of a relationship between a poor rural community in arid Lebanon and a development research project and their common journey to embrace sustainable resource use. The book compiles ten years of knowledge and experience of a team of development researchers investigating sustainable rural livelihoods in the community of Arsaal, Lebanon. It describes the research experience and evaluates the innovative approaches that were developed, the successes and failures of the project, and the many lessons that were learned.
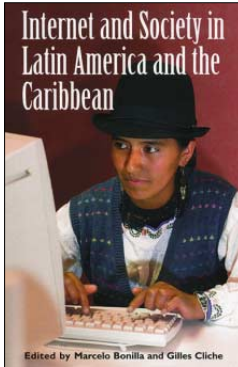.

Published in 2006
Paperback ISBN 983-9054-46-5. US$20
135 pages. 215 mm x 140mm.

Internet and Society in Latin America and the Caribbean

Edited by Marcelo Bonilla and Gilles Cliche

Published in association with IDRC

The research contained in this book is designed to foster discussion about the policies and actions that must be promoted for building an Internet culture in Latin America and the Caribbean, based on the principles of social and cultural equity. It presents some pioneering work designed to show, from a qualitative and ethnographic perspective, how new information and communication technologies, merely reproduce traditional pedagogical approaches and the dominant forms by which power is exercised at the local level. The studies thus constitute points of departure for further thinking about the need to promote an Internet culture based on the social application of a "right to communication and culture" and an "Internet right", that will permit the establishment of true citizen participation and free access to knowledge, with due regard to personal rights, such as those of privacy and intimacy.
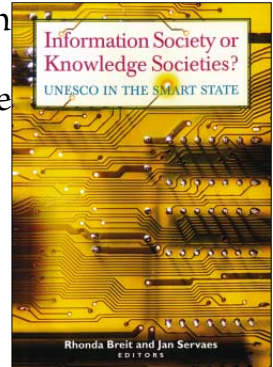
Published in 2004
Paperback ISBN 983-9054-37-6. US$30
446 pages. 215mm x 140 mm

Information Society or Knowledge Societies?

Unesco in the Smart State

Edited by Rhonda Breit and Jan Servaes

The chapters in this volume canvasses the dialogue emerging from discussions about the World Ssummit on the Information Society (WSIS) Statement of Principles and Plan of Action in the context of local, national and international communication policies. It also offers some insights to WSIS participants, which may be helpful when it comes to evaluating the process in Tunis and beyond. The various authors discuss the WSIS Statement of Principles and Plan of Action from multiple perspectives, offering insights into the key challenges facing the process and offering alternative frameworks for the management of communication rights.

Contributing authors: Abdul Waheed Khan, Rhonda Breit, Majid Tehranian, Jan Servaes, Beris Gwynne, Tom O'Regan, Christine Morris, Michael Meadows, Mark David Ryan, Michael Keane, Stuart Cunningham, Justine Crawley, Anne Horn, and David Rooney,
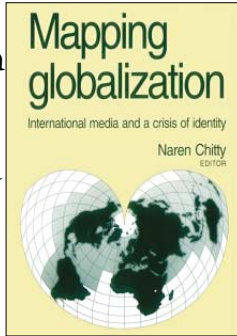
Published in 2005
Paperback ISBN-10: 983-9054-43-0. US$18
168 pages. 215 mm x 140 mm

Mapping Globalization

International Media and a Crisis of Identity

Edited by Naren Chitty

This book is about Know-ware Land – a space where earth-bound geography does not apply. It is no where and everywhere at the same time. It is the habitat for knowledge as a commodity. Governments, companies and NGOs look towards Know-ware Land for new markets to power a new economy; and at the same time see a space requiring new policy and regulation.

Chapters in the book examine the political, cultural and economic frameworks of knowledge society, with particular reference to education, the market and Internet technologies.

Contributing authors: Bruce C. Allen, Belinda Barnet, Melissa Butcher, Naren Chitty, Hart Cohen, Anura Goonasekera, Suda Ishida, Adam Knee, Patchanee Malikhao, Stephen McElhinney, Sripan Rattikalchalakorn, Jan Servaes, Scott Shaner, Momoyo Shibuya, McKenzie Wark, and Yong Zhong
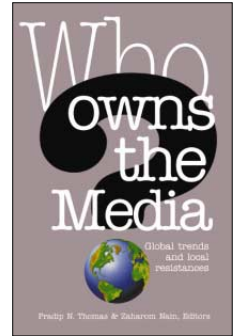
Published 2002
Paperback ISBN 983-9054-24-4. US$18
239 pages. 215mm x 140 mm

Who Owns the Media? Global

Trends and Local Resistances

Edited by Pradip Thomas and Zaharom Nain
Published in association with WACC and Zed Press

Media ownership patterns and permutations today are a direct consequence of the globalisation of neo-liberal economics. While there are some regional variations in the ownership "mix" the trend, from South Africa to Argentina and India to East and Central Europe, is towards privatisation, deregulation, retreat from the state's public media responsibilities and the contraction of space for non-commercial, community-based media efforts.

This collection of critical writings on media ownership from different parts of the world by leading scholars, including Robert McChesney, Dan Schiller, Cees Hamelink, Sean O'Siochru, Zhao Yuezhi and others, offers a richly textured, contextual reading of the political economy of contemporary media ownership. Issues addressed include convergence, global media governance, intellectual property, telecommunications regulation and deregulation, and censorship.
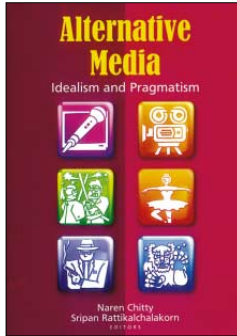
Published 2004
Paperback ISBN 983-9054-42-2. US$20
316 pages. 215mm x 140 mm

Alternative Media
Idealism and Pragmatism

Edited by Naren Chitty and Sripan Rattikalchalakorn

The mix of communication technologies available today allows different groups to use different strategies in achieving different ends. This volume consists of two parts, the first focusing on alternative media more generally and the second focusing on alternative radio. The first part begins with an examination by John Lent of comic art as an alternative medium. Following this are discussions by Michela Ledwidge of audience modification of films and Sripan Rattikalchalakorn of weblogs. John Bourke's discussion of Australian courts as an alternative medium takes the notion into a forum that is not normally a premise of media and communication.

The second part, on alternative radio, is led by a discussion of broadcasting audience research. This is followed by case studies of radio broadcasting in Australia and Thailand.

Contributing authors: John Lent, Michela Ledwidge, Sripan Rattikalchalakorn, John Bourke, Michael Meadows, Susan Forde, Jacqui Ewart, Kerrie Foxwell, Joompol Rodcumdee, Suwanna Sombatraksasook, Naren Chitty, Weerapong Polnigongit, and Passawan Korakotchamas.

Published in 2007
Paperback ISBN-10: 983-9054-48-4. US$20
169 pages. 215mm x 140 mm

Studies in Terrorism
Media Scholarship and the Enigma of Terror

Edited by Naren Chitty, Ramona R. Rush and Mehdi Semati
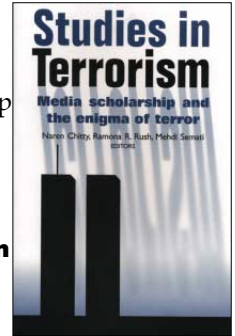
This volume comprises of scholarly reflections on media and political representations of the apocalyptic terror of September 11. The quartet of air-crafted explosions caused an ugly scar on the new millenium, grabbing the full attention of media and government. The Twin Towers had symbolized the American dream of commerce-driven peace and prosperity achieved through hard work. Interestingly, prior to 11 September 2001, "911" had signified two sides of the "security coin". The three digits used to all at once refer to an expensive classic model of the Porsche racing car preferred by the financially secured, as well as the telephone number to dial in an emergency to reach a lifeline of security in dire circumstances.

Contributing authors: Carol Winkler, Fang Yang, Ronald Ostman, Oliver Boyd-Barrett, Julia Fox, Nick Couldry, Annabelle Mooney, Marouf Hasian, Amy Reynolds, Brooke Barnett, and Chris Atton.

Published in 2003
Paperback ISBN 983-9054-38-4. US$20
167 pages. 215mm x 140 mm

SM Ali's World

Edited by Nancy Ali

We celebrate the writings of SM Ali, a pioneering Asian journalist, in this anthology of his final work. His career spanned some momentous decades of the region and touched the pages of many of Asia's premier publications.

SM Ali was the Publisher and Editor of the *Daily Star*, and immediately prior to that, UNESCO's Regional Communication Advisor for Asia and the Pacific.

This book is a collection of his widely read column in the *Daily Star* entitled "My World". In the first piece which he wrote for the column, S.M. Ali had this to say about his task as a columist:

> One starts a new piece of writing, with mild trepidation and ends it with a sense of relief, said a friend at a writer's workshop we attended years ago. Another countered, no one starts it with a feeling of excitement, but ends it in a mood of shattering disappointment.
>
> I do not know who is right as I work on a column, under a title that I find rather nice, almost fascinating, but without the slightest idea as to what it should be about. Of course, I would like it to be about those fleeting moments of unspoken happiness or about suffering and pain. . . .
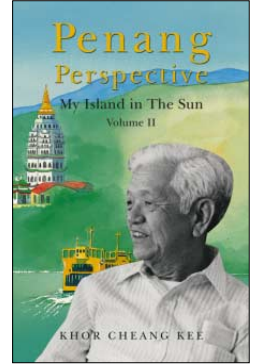
Published in 1996
Paperback ISBN 983-983-9054-15-5. US$14
227 pages. 215mm x 140 mm
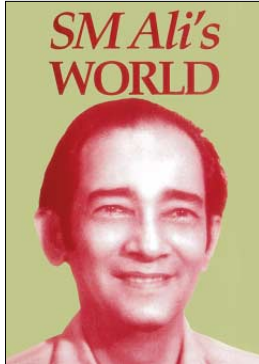
Penang Perspective
My Island in The Sun Volume II

Khor Cheang Kee
Published in association with Institut Masyarakat

Khor Cheang Kee worked for more than 50 years on the *Penang Gazette* ("the oldest English language newspaper East of Suez"), the pre-war *Straits Echo*, the post-war *Straits Times* and the *New Straits Times*, and *The Star*.

At one time or another, he was editor, sub-editor, features writer and administrator. His performance in all these capacities easily fell within the compass of his skills whatever he did, he did well. But it is writing that he has most enjoyed doing, and this enjoyment comes through in all the articles assembled in this volume.

These "Penang Perspectives" first saw print more than 30 years ago, but they still retain their pristine appeal. Taken together, they are one man's sentimental journey along the happy highways of his beloved Penang. Those who read this book and join Khor Cheang Kee on his journey will find him a really good companion.

He was a humorous raconteur who could keep his listeners spellbound. There was always a lesson in what he said, yet a lesson conveyed gently and without dogma.

Published 2007
Paperback ISBN 978–983–9054–53–8. US$15
218 pages. 215mm x 140 mm

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Moving Targets

Mapping the paths between communication, technology and social change in communities

JAN SERVAES and **SHUANG LIU**, editors

Where The Rivers Meet The Sky
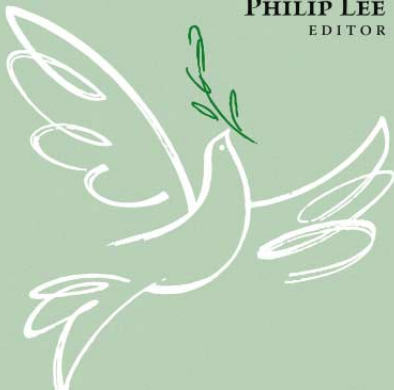
A collaborative approach to participatory development

TIMOTHY KENNEDY

Communicating Peace

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