

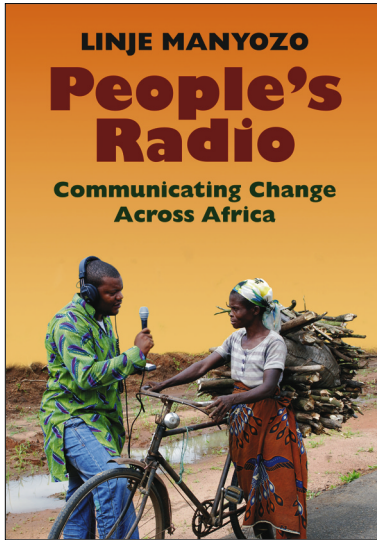
cfDSC

Communication for
Development and
Social Change Series

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Jan Servaes

Series Editor



“ Linje Manyozo is laying down the gauntlet in the context of a theoretical framework and a body of empirical evidence... He has made navigating the waters of theory and practice around radio development... somewhat easier for all of us. ”

GERRY POWER

Managing Director and
Head of Innovation
InterMedia

People's Radio

Communicating change across Africa

by **Linje Manyozo**



This new book offers insights into using radio as a tool for community engagement in development. It is relevant to global discourses on communication and development. Linje Manyozo demonstrates how elusive participation can become if implemented without adequate consideration of power relationships within indigenous and local knowledge systems. He proposes that more effective radio for development initiatives should be built on participatory action research, local communication needs, and indigenous knowledge systems.

This book is a critique of communication for development that examines radio-based methods and practices employed to engage people in the process of social change.

Community engagement is a participatory and deliberative process aimed at fostering good governance, improved livelihoods, safer communities and a sustainable environment. The author discusses the challenges of using radio as a tool for community engagement in development. It examines specific case studies from the African continent. The book also considers the different ways governments, organizations, broadcasters and communities can use radio networks as instruments of participatory knowledge production, exchange and utilization so as to bring about change and development.

Contents of the book

Foreword by Gerry Power

- 1 Radio for Development as Community Engagement
- 2 Radio and Development in Africa
- 3 The Linear-External Approach: Farm and Rural Radio Reporting
- 4 The Shared-Bottom-Up Approach: Rural Radio Forums
- 5 The Self-Bottom-Up Approach: Local Rural and Community Radio
- 6 Measuring Effectiveness of Radio for Development
- 7 Engaging Communities with Radio: Rethinking Communication for Development Policy

Manifesto for a Development Radio Broadcaster:
Postscript by Felix Librero

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