



Media, Communication and Development: Three Approaches

By 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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Editorial Review

About the Author

Linje Manyozo is a Lecturer and Director of the MSc Programme in Media, Communications and Development in the Department of Media and Communications, London School of Economics and Political Science. He has taught development communication in South Africa and Malawi, where in 2005, he successfully proposed and introduced Africa's first ever undergraduate degree programme in development communication at the University of Malawi. He continues to guest-lecture in Europe, as he strongly believes that development communication is even more relevant to the global north. Linje's teaching and research are informed by his upbringing in postcolonial Malawi as well as his work as a development journalist, creating educational communications with marginalized communities. His past and current research examines questions of subaltern representation, voice and authority in development policy formulation and implementation.

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