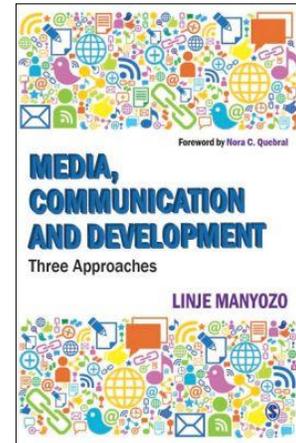


Linje Manyozo, **Media, Communication and Development: Three Approaches**, New Delhi: SAGE Publications India Pvt. Ltd., 2012, 248 pp., \$28.09 (paperback).

Reviewed by
Keneth Bamuturaki
University of Exeter

In ***Media, Communication and Development***, Linje Manyozo brings fresh enlightenment to the nascent field of development communication. Considering the existing scholarship, the field of development communication has been characterized by binary discourses on one hand, and notions of homogeneity on the other. For instance, development communication has been theorized by scholars such as Melkote, Steeves (2001), Srampickal (1994), and Rahman (1993, 1995) as one that consists of message-oriented diffusionist practice and participatory approaches. Second, the field has been envisaged in terms of geographical divides, that is, the Global North and Global South. In this case, development communication has largely been conceived as a thing of the Global South, painting an incorrect picture that the Global North does not need communication in its development processes. *Media, Communication and Development*, however, demystifies these binary discourses and notions of homogeneity. The work examines the interrelated practices in the field of development communication and the various ways of looking at the role communication plays in community development practice in both developing and advanced world economies.



In order to help clarify this complex field, the author builds the book on a number of premises. First, he argues that “the Global South is no longer out there, but here, that is, even within the North. Rising unemployment, immigration or banking crises are producing a larger underclass of the Global South in the western world” (p. 10). Second, he observes that “pioneer scholars such as Lerner (1958), Rodger (1962), UNESCO (1980) and Quebral (1988) did not present development communication as a homogenous field as we understand it today” (p. 12). Third, he points out that “increasing scholarship in the field is beginning to reject the homogeneity of the field, acknowledging the existence of different approaches” (p. 13). Based on these grounds, Manyozo argues that “the field cannot be called communication for development or development communication, but rather media, communication and development in recognition of the differing roles of media and communication” (p. 17).

To foster a coherent understanding of the field, the first chapter begins by giving a broader, historical perspective that explores six international schools of thought that have arisen in an effort to better the lives of those in the developing world. These include the Bretton Woods school, the Latin American school, the Indian school, the Los Baños school, and the Communication for Development and Social Change school. From this broad perspective, the author condenses the field into three main approaches that he finds useful for explaining the interrelated concepts in the field: the media for development approach, the media development approach, and the participatory communication (or

community engagement) approach. It is an examination of these three approaches that form the gist of the subsequent chapters.

Chapter 2 gives a detailed analysis of the media for development approach. The discussion examines the process of doing media for development, especially in relation to the challenges of developing content that satisfies the diverse needs of multiple stakeholders. The chapter focuses on the role of media in reporting development, a process referred to as "development journalism" (p. 54). In expounding the concept of development journalism, Manyozo explains three strands of practice: factual news, creative and educational reporting, and indigenous knowledge communication systems. The factual news strand is described as "either externally or internally generated communications in which journalists, subject matter specialists and policy makers develop and circulate development content so as to raise public awareness regarding development challenges and opportunities available in communities" (p. 57). The creative and educational reporting strand is posited as a practice of applying "organised strategies of using entertaining popular art forms and genres (such as music, comic strips, theatre and drama) in educating the public about development issues" (p. 81). The indigenous knowledge communication systems strand refers to "the use of media and communication practices rooted in local and indigenous epistemology' to empower communities on development issues" (p. 95).

Surprisingly, theater for development, a participatory practice that falls under the participatory communication or the community engagement approach has also been discussed under the media for development approach. Theater for development in this chapter is described as "a non-formal education approach that draws on popular culture, art and other forms of performance in order to sensitize communities to improve their status quo" (p. 91). The author acknowledges that theater for development could be discussed under both the media for development and participatory communication approaches. That theater for development could fall under two approaches is an indication that development communication is not a homogenous field. Where the model deals with the development of messages that are packaged in theater and drama products in order to influence changes in knowledge, attitude, and behavior, theater for development falls under the media for development approach. Where theater for development is employed as an instrument of participatory action research, it falls under the community engagement approach.

Chapter 3 examines the media development approach. In this chapter, the media development approach is conceived in terms of externally and organically developed initiatives that are strategically designed to build media/ICT infrastructures, policies, and capacities in both developed and developing countries as a way of consolidating good governance, free speech, political citizenship, and sustainable development.

Chapter 4 discusses the participatory communication approach. The chapter builds on notions of grassroots development in order to expound a community engagement blueprint that stresses collaborative decision making and empowerment within the community development initiatives. It examines the communicative practices governing the politics of democratic decision making in development policy formulation and implementation. Informed by participatory action research, Freire's critical pedagogy, agricultural extension and knowledge management, and dissemination models,

participatory communication is posited as a practice that offers “an opportunity for consultative, collaborative and collegial forms of participation” (p. 154). In general, participatory communication in this chapter is theorized as “a process which is built on dialogical processes to enable the local people to exert a level of commitment, ownership and control of the development process” (p. 155).

Chapter 5 summarizes the discussion in the previous chapters and explores the link between policy formulation and media, communication, and development. The chapter proposes holding critical discussions between policy makers and practitioners as a way of developing effective policy frameworks to guide the use of communication in development programs. Manyozo encourages communication thinkers to abandon their comfort zones and go out in the real world to test their ideas with real practitioners, on real issues and real people.

By and large, *Media, Communication and Development* is a masterpiece in terms of the reflection it offers on the intricate discourses relating to the application of communication to development processes. The work is deep and broad in its approach. While the author focuses the work on the three proposed approaches, within the three approaches he explores vital classifications relating to communication and development. Given the exceptional quality and depth of the material, this book will be highly beneficial to development policy makers, community development practitioners, development journalists, and theater for development practitioners.

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