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Communication And The Transformation Of Society A Developing Regions Perspectives

Ritchard M'Bayo, Chuka
Onwumechili, R. Nwafo Nwanko



Communication And The Transformation Of Society A Developing Regions Perspectives:

Communication & the Transformation of Society Peter Nwosu, Chuka Onwumechili, Ritchard M'Bayo, 1995 Twenty Africanist scholars and practitioners have written twenty three original chapters specifically for this text The subject matter covers a wide array of issues ranging from philosophical conceptual and methodological discussions to audience media patterns as well as new directions for communication and national development The engaging and provocative essays in this volume utilize case studies of selected African countries to survey audience media use patterns in these developing countries Communication and the Transformation of Society serves as a standard text for international communication communication and national development and other related courses that deal with communication and change on the undergraduate and graduate levels

Re-imagining Development Communication in Africa Chuka Onwumechili, Ikechukwu Ndolo, 2013 Re-imagining Development Communication in Africa is organized into three sections or parts the first focusing on the past and the history of development communication scholarship the second analyzes theoretical issues and finally a third section that looks at country cases The first part provides several perspectives on the historical development of the field as it pertains to Africa Some of these look at ideological indigenous contributions and the particular importance of gender issues The second section provides a critique of development communication theory and provides a more culturally appropriate alternative Additionally the book applies existing theory to practice in African communities This leads to the third section of the book which focuses on development communication in some country cases such as in Cameroon Kenya Nigeria and Rwanda

The SAGE Handbook of Intercultural Competence Darla K. Deardorff, 2009-08-31 Containing chapters by some of the world's leading experts and scholars on the subject this book provides a broad context for intercultural competence Including the latest research on intercultural models and theories it presents guidance on assessing intercultural competence through the exploration of key assessment principles

Cultural Reflections and the Role of Advertising in the Socio-economic and National Development of Nigeria Emmanuel C. Alozie, 2005 This study focuses on the role of advertising in the process of social mobilization and modernization in Nigeria by examining the cultural reflections the nature and characteristics of the messages and the values and symbols conveyed in Nigerian mass media advertisements In this remarkable study Emmanuel C Alozie has attempted to explore the role of advertising in the national and economic development of Nigeria Examining this role through a combination of quantitative content analysis and critical cultural methods he has pursued a number of basic research questions For example one question asks what proportion of the advertisements in Nigerian mass media is directed to business entities as opposed to ordinary consumers The answer he provides presents an interesting perspective on advertising's role His research also found that most ads were product related and less than a third of the ads were related to service one indication of the relative underdevelopment of the economy Ads also promoted largely nonessential products and services to the tune of 65 per cent developing country like Nigeria the multitiered government agencies would provide a

major share of the media advertising. In reality only a tiny proportion about 5 per cent actually came from government sources; the rest of the advertising was provided by the national and multinational corporations. Alozie also found that Nigerian sponsors tend to promote goods of foreign origin over those of Nigerian derivative. Overall he found that less than half the products and services advertised (42 per cent) were of Nigerian origin, with much of the products nonessential in nature. Advertising messages with embedded appeals have the potential of manipulating consumers and promoting unproductive consumption habits among consumers in a situation of scarcity. Therefore the appeals that are used in the advertising content become an important issue in a developing nation like Nigeria. Alozie did not find extensive use of the image, youth and sex appeals in the ads so prevalent in the West, even though some of these appeals were found to have crept into the content. Primary selling point in addition was emphasis on savings, family and safety for products regardless of whether the ads featured high involvement or low involvement products and services. For decades policy makers in the developing world have debated the need for using mass media for human resource moralization by emphasizing developmental themes. To what extent Nigerian ads contain developmental themes is a question Alozie explores. He finds that some ads do contain developmental themes such as savings, self development, modernization, investment, hard work, competition etc. These themes however appear rather infrequently. Financial institutions emphasize developmental themes while manufacturing enterprises do not. The author underscores the need for the government to encourage private and public corporations to include developmental themes in their advertising messages to promote individual as well as communal or collective interests. Messages the author draws some broad conclusions that provide significant insight into Nigeria's prevailing advertising scene. For example he concludes that the degree of information on products and services available in the country is inadequate because of low level advertising. Even though developmental themes are employed in advertising messages, the sparsity of their use is not likely to promote national development. Broadcast advertisements are more democratic than those in the print media primarily because they promote products and services more affordable to the average consumer. In general consumer products advertised in Nigeria are frequently of foreign origin and therefore they are targeted to the elite who can afford the expensive nonessential products. The author recognizes the value and need for advertising that can disseminate not only beneficial information about products and services but can also serve as an effective tool in government's hands to promote information on significant social and developmental issues and policies that will affect the public. Scholars and researchers have contributed to the sizeable existing literature on development; few have examined advertising as a meaningful means of communication for developmental messages and values. Through his study Alozie has attempted to fill this void. Students and scholars with an interest in the media of developing nations will find the articulation of the various theories concerning socio-economic development quite stimulating. But more importantly by answering a range of significant questions about the nature and types of advertising messages published or aired in the

Nigerian mass media discussing what themes and values they contain and how relevant they are or influence the developmental goals of the nation the author offers a study that is useful insightful and rewarding **Reform, Organizational Players, and Technological Developments in African Telecommunications** Chuka Onwumechili,2003 This work provides information in the field of African telecommunications policy and access It includes information on a range of topics including the growth of wireless telephones and documentation of bilateral and multilateral participation in African telecommunications development **West Africa** ,2001 *Southwestern Mass Communication Journal* ,2002 *International African Bibliography* ,1997 **Contending Issues in African Development** Obioma M. Iheduru,2001-02-28 Annotation Examines the issues and dynamics central to Africa s problematic development and situates those issues within the contents unique cultural political economic and social milieu **Communicating National Integration** Osabuohien P. Amienyi,2005 This book addresses the negative impact of social cleavages on the development of many African countries This book provides a provocative discussion of how communication strategies can help to promote national integration and social economic and political development **Subject Guide to Books in Print** ,1997 **Communication in an Era of Global Conflicts** Ritchard T. M'Bayo,Bala A. Musa,Chuka Onwumechili,2009 Communication in an Era of Global Conflicts assesses trends and issues in communication and their implications for conflicts in the African context In doing so the various chapters draw from culture tradition folklore communication and conflict theories principles and strategies and from systems approach to conflict resolution The underlying assumption of all the chapters is the pivotal role of communication new media traditional mass communication interpersonal communication intercultural communication and communication technologies in conflict and conflict resolution This book is unique for its multidimensional perspectives a long overdue addition to the growing literature on conflicts in Africa **ICTs and Development** M. Mukerji,2013-03-08 Juxtaposes the global discourse on ICT D with in depth case studies on the pattern of access and use of telecentres to draw implications for the possible development trajectories induced by the provision of ICTs in rural hinterlands of India *Press and Politics in Africa* Ritchard M'Bayo,Chuka Onwumechili,R. Nwafo Nwanko,2000 This work deals with the relations between public communications and politics in the context of the nation state system in Africa It interweaves theory and practice and begins with an overview that presents a general theoretical model of communication and influence processes in politics *Africa Media Review* ,1997 *Bibliographic Guide to Black Studies* Schomburg Center for Research in Black Culture,1996 **International Perspectives on Regional Development and Regional Organization** John L. Mikesell,1993 *List of Documents and Publications in the Field of Mass Communication* Unesco,1983 *Alternative Perspectives on Development Prospects for Rural Areas* American Agricultural Economics Association. Meeting,1990 **American Book Publishing Record** ,1995

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