



Saving the World: A Brief History of Communication for Development and Social Change (The History of Communication)

Emile G. McAnany

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Drawing on the pioneering works of Daniel Lerner, Everett Rogers, and Wilbur Schramm as well as his own personal experiences in the field, Emile G. McAnany builds a new, historically cognizant paradigm of communication for development and social change for the future that supplements technology with social entrepreneurship. Summarizing the history of the field of communication for development from Truman's Marshall Plan for the Third World to the United Nations' Millennium Development Goals, McAnany argues that the communication field can renew its role in development by recognizing large aid-giving institutions have a difficult time promoting genuine transformation. He ultimately suggests an agenda for improving and strengthening the work of academics, policy makers, development funders, and others.

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