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RADIO FOR EDUCATION AND DEVELOPMENT

by DEAN T. JAMISON, The World Bank, EMILE G. McANANY, Stanford University

How can radio be used to improve the lives of people, especially in low-income countries? to answer this question the authors examine radio's role as a delivery system for formal education and development communications, noting particularly that in a world of rapidly increasing television communication radio remains the dominant communication medium in developing nations.

The first part of this study gathers recently completed case studies of radio's use in school communication, in formal out of school communication, and in interactive development communication. The second part uses these case studies and other sources to provide an overview of what is now known about radio's potential in education and development communication.

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- 3. Radio for Development Communication
- 4. The Cost of Radio
- 5. Constraints on Implementing the Radio Strategies
- 6. Conclusions

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Countries of the World

Appendix C: Annotated Bibliography by Peter L. Spain

"Most rural people are physically isolated, illiterate and poor. They read no newspapers, they have little hope of seeing a film in the course of a year and television is a rare experience even in the big cities. But a growing number of people in almost every village, no matter how small or how isolated, do listen regularly to radio. Countries concerned to communicate with more of their populations than their urban elites will be concerned about radio."

— from the Introduction

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by FRANCIS W. HOOLE

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by DEAN T. JAMISON, STEVEN J. KLEES, and STUART J. WELLS

with a foreword by WILBUR SCHRAMM

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"What kind and amount of use justifies a school system spending a million dollars on an open-circuit television installation? What is likely to be the total cost of computerized instruction, and at what level of cost will it justify its presence in the school budget? What has been the true cost of an ongoing project, and what has that expenditure brought? What can a developing country expect of have to invest in a satellite, and what can it expect in return? . . . The authors of this volume provide in clear and simple prose, well-explained tables, and no more mathematics than necessary, a solid basis for dealing with the cost analysis involved in questions like those." - from the Foreword by Wilbur Schramm

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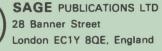
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