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Theme: Recent Trends in Development Communication

EDITORIAL

It is more than six decades the students and scholars of Communication are cultivating Development Communication in the international scenario. In India also, the organized study on Development Communication has a long history. It has been an integral part of the mainstream discourse in communication study and research.

Like any other living field of knowledge the study on Development Communication has undergone an evolutionary process with the changing phases of time. The revolutionary transformation in information and communication technologies too has opened up newer challenges, in both theory and practice, before the subject. So, there is no full stop.

The present issue of GMJ attempts to probe the role of Development Communication in different contexts. We are thankful to the contributors for their interest in the subject. It would have been much difficult for us to complete the work without their participation.

We are also thankful to our colleagues, students and Calcutta University Library authorities for their constant help and support.

The full text of the Call for Paper circulated for the current issue is given below:

**Call for Papers
Announcement for the
GLOBAL MEDIA JOURNAL - Indian Edition
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Winter Issue / December 2011

**Theme: Recent Trends in Development Communication
Deadline for Submission: 30th September 2011**

GMJ-Indian Edition invites the submission of articles, papers, research reports, commentaries and book reviews that focus on the theme stated above for the Winter 2011 Issue. We are particularly interested in articles reflecting on issues inside India, and those which offer comparative studies between India and other countries, particularly the developing ones.

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people. More than 850 million people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their livelihoods. The aim of this particular issue is to explore and understand the recent trends and impact of development communication in the third world countries. Simultaneously it will try to reveal the scope of execution of this type of specialized communication to usher the dawn of an integrated development era.

GMJ-Indian Edition therefore invites researchers and scholars for submission of seminal papers on various contours of Development Communication toward all socio-cultural facets of the country. Contributions might address, but not be limited to, such topics as:

Development Communication—Theory & Practice
Alternative Communication Strategies in the Third World countries
Scope and Application of Communication Networks
Application of ICT in Rural Development
Re-thinking Communication Research and Development
Designing Message for Development Communication
Media and Development: Challenging Conventional Approach

For '**Submission Guidelines**' please go to:
http://www.caluniv.ac.in/Global%20mdia%20journal/submission_guideline.html