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THE ITINERARY OF AN UNDERDEVELOPED COMMUNICATOR

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TOWARDS A NEW VISION FOR COMMUNICATION GOVERNANCE? CIVIL SOCIETY MEDIA AT THE WORLD SOCIAL FORUM (WSF) AND THE WORLD SUMMIT ON THE INFORMATION SOCIETY (WSIS)

Community, alternative and citizens media – which we combine in the term Civil Society Media – represent an increasingly active force in global policy fora and are developing a distinct approach to global communication governance. We are looking at their involvement in two events, the World Social Forum and the World Summit on the Information Society, to illustrate their proposals for a change in governance mechanisms. Neither event has so far had a major decision-making role, but both have been crucial in setting agendas and discourses around global communication. Civil Society Media have developed a common framework based on participation, public access, diversity, bottom-up processes, and involving a focus on global common goods and the public domain. However their concrete governance proposals are still patchy and will need to be developed in a more coherent way to offer an alternative governance agenda.

*** PRADIP THOMAS**

THE RIGHT TO INFORMATION MOVEMENT AND COMMUNITY RADIO IN INDIA: OBSERVATIONS ON THE THEORY AND PRACTICE OF PARTICIPATORY COMMUNICATION

This article explores the theory and practice of participatory communication. It uses the examples of the right to information and community radio movements in India to explore the possibilities and limitations of participatory communications. It argues that the indigenous right to information movement, that is a response to clearly articulated needs has been successful precisely because it has connected to fundamental issues of survival. In contrast, the many mediations of the fledgling community radio movement are yet to make a demonstrable difference in people's lives. Lessons drawn from the contemporary experience of these two movements are used to illustrate the existence of gaps in contemporary understandings of communication rights. The article makes a case for communication rights to be

shaped from below and in its conclusion, argues that synergies between these two movements ought to be explored.

*** JUAN SCHOEMAKER & DOUGLAS STOREY**

**EFFECTS OF EXPANDING SATELLITE TELEVISION BROADCASTING ON
HEALTH COMMUNICATION CAMPAIGNS: THE CASE OF JORDAN**

Until recently health communication practitioners could rely on state-run media monopolies to deliver health information to vast audiences and government-run radio and television stations were the only options available for reaching such audiences. The advent of satellite television poses a serious challenge to terrestrial television broadcasting, as the availability of more channels tends to shrink potential audiences. In this article we examine the effect of satellite dish ownership on the exposure to a nationwide television campaign in Jordan. We found that individuals living in households with satellite dishes were significantly less likely to have been exposed to campaign messages. In this particular campaign the impact of satellite dish ownership was negligible because those missed were the better off and better educated Jordanians. Nevertheless, it is now clear that communication planners will have to anticipate a much more complex media environment as they plan their interventions.

*** LAUREN GOODSMITH**

**VIDEO SABOU ET NAFA: COMMUNITY VOICES JOINED IN A COMMON
CAUSE**

In July 2002, Communication for Change (C4C) and *La Cellule de Coordination Sur Les Pratiques Traditionnelles Affectant La Santé des Femmes et des Enfants* (CPTAFE) — the Guinean affiliate of the Inter-African Committee for the Prevention of Harmful Traditional Practices — launched an initiative to help combat FGM and support practices beneficial to the welfare of women and girls through use of community-based, participatory video activities. The current article offers an overview of the major activities and achievements of this partnership, known as *Projet Video Sabou et Nafa*, as well as a review of challenges encountered, comparisons with similar initiatives, and lessons drawn from the experience.

*** TOM HOGAN**

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*** SILVIA BALIT**

GENDER AND ICTS FOR DEVELOPMENT

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AFRICA'S MEDIA, DEMOCRACY AND THE POLITICS OF BELONGING