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Communication for Development and Social Change

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COMMUNICATION FOR DEVELOPMENT PRACTICES AFTER THE WORLD
SUMMIT ON THE INFORMATION SOCIETY: RASHOMON'S CHALLENGE.

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RIGHT TO COMMUNICATE, MEDIA REFORM AND CIVIL SOCIETY IN
THAILAND

This article examines the emerging concept of Right to Communicate (RTC) and its relationship with the issues of media reform and civil society in Thailand. RTC has emerged from the debate on the Universal Declaration of Human Rights, Article 19, which reflects only a man's right to information, based on a linear, one-way communication process. RTC. has been conceptualized as containing many components such as access to information, participation, privacy and cultural preservation and diversity, based on a two-way, interactive communication process. In Thailand, the RTC concept can be traced back to the national religion of Buddhism, being embedded in the core precept called the Four Noble Truths or Ariyasacca which leads to the eradication of all sufferings in human life. Part of the Noble Eightfold Path or Ariyamagga, particularly right understanding, right thought, right speech and right action, are closely related to RTC.

RTC., as a basic human right, has provided ethical standards for democratization of mass media in Thailand which includes redefinition of freedom of information, reformulation of the Media's Code of Ethics and modernization of the broadcasting industry. It is believed that, once the media have been ethically and professionally reformed, they can contribute to a further development of the Thai society towards a civil society. In view of some successful cases of the application of RTC., it is suggested that RTC. be considered an alternative theoretical orientation for mapping the new field of communication for social change and development.

* **TOKUNBO OJO**

ICTS FOR DEVELOPMENT IN THE SUB-SAHARAN AFRICAN REGION:
HISTORICAL, ECONOMICAL AND POLITICAL CONTEXTS

This article looks at the historical, political and economical background conceptualizing ICT for development in the Sub-Saharan African region. Through a critical analysis and review of the NWICO debate and issues around imbalances in international communication resources and infrastructures, ICTs for development in the Sub-Saharan African region is situated within the contemporary global discourse of telecommunications reforms (such as privatization and liberalization of the telecommunications sector), globalization and trade. The article also explains that the market-based approach of the ICTs for development agenda further consolidates the dependency of the developing countries on Western countries.

*** ULLAMAIJA KIVIKURU**

STRENGTHENING PARTICIPATION OR JUST CHECKING THAT THEY ARE THERE? THE LOST-AND-FOUND AUDIENCE GAME AND OTHER POST-TSUNAMI CHANGES IN FINNISH MASS MEDIA

For the peaceful Nordic country of Finland, the tsunami catastrophe caused more deaths than any other event in peacetime, and as many as 80,000 citizens, in one form or the other, were directly or indirectly affected. The media that were most trusted during the tragic days after the tsunami were the mobile phone and the web. People were dissatisfied with both the government and the conventional media. They wanted not only to be informed but also to share their feelings via discussion or at least visiting sites which allowed a wider scope of messages. After tsunami, Finnish conventional media have opened up: they invite SMS messages, they support web discussions, they promote blogs. The mediascape obviously wants to shorten the distance between media institutions and their audiences. The article discusses whether this is a genuine effort for empowering the public, or do the new channels only aim at keeping the audience in a new market situation. In any case, the legacy of one-way mass communication is felt on both sides, among the senders as well as among the receivers.

*** ELIZABETH GALEWSKI**

HEGEMONY AND HETEROGENEITY: LACLAU'S ON POPULIST REASON