

*Communication for Development
and Social Change Series*

CfDSC

SERIES EDITOR

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Communication for Development and Social Change (CfDSC) is the nurturing of knowledge aimed at creating a consensus for action that takes into account the interests, needs and capacities of all concerned. It is thus a social process. Media and ICTs are important tools in achieving this process but their use is not an end in itself. Interpersonal communication must also play a fundamental role.

Communication for Development and Social Change has been interpreted and applied in different ways throughout the past century. This has led to diverging perspectives at both theoretical and research levels, as well as in policy-making and implementation. The relationship between the application of communication processes and technologies, and the achievement of measurable development outcomes is an emerging subject of research, discussion and conjecture.

Media professionals, opinion-shapers and development assistance policy-makers have sought to use communication systems for social mobilization and change, however, a lack of understanding of the complexities interacting between behavioural, societal and cultural factors within communities has more often led to ineffective, or even counterproductive, outcomes.

Experienced practitioners and scholars point to the need for a close study of society and culture in formulating communication strategies. This is particularly urgent among developing countries where a lack of resources, compounded by unfavourable environmental conditions, has rendered the sharing of information difficult and the reaching of consensus problematic.

Professionals have often laboured under a misunderstanding, commonly held by policy-makers, that confuses Communication for Development and Social Change with public relations, public information, corporate communications and other media-centred activities. However, while communication for development may incorporate skill-sets from those areas of information dissemination, the outcomes it aims to trigger must reach deeper into communication processes and catalyse community dynamics that motivate people to address development issues in a meaningful and hopefully sustained way.

This series invites manuscripts which address the above processes and dynamics from theoretical, applied, case-based, or general perspectives.

Forthcoming titles in the series

- Tom Hogan, *Understanding Micronesia: A Cultural Guide for Researchers and Visitors*
- Tim Kennedy, *Where the Rivers Meet the Sky: A Collaborative Approach to Participatory Development*
- Jan Servaes and Shuang Liu (Eds.), *Moving Targets: Mapping the Paths between Communication, Technology and Social Change in Communities*

How to submit a book proposal?

A proposal should be between 2,500 and 3,000 words, or roughly 10 pages, in length. Please provide the following information:

- Name, postal address and email contact of the corresponding author or editor
- The research topic or focus
- The intended audience of the book and its market potential
- An assessment of the proposed book's contribution to the literature or to social practice
- A brief description of its distinctive or outstanding features
- A characterization of the theoretical and methodological framework to be used
- Particular issues and themes to be discussed
- Time frame for the completion of the manuscript
- Tentative table of contents with a brief abstract for each chapter (including the full list of authors in the case of an edited volume or anthology)
- Short bibliography (indicating primary sources)
- Brief bio about the author(s) including a list of their major publications

How to submit a manuscript?

A manuscript could be between 150 and 250 pages in length. It should be prepared on international A4 sized pages (210 mm width and 297 mm height). The text should be written on word processing software set to spell in "UK English" with 1.5-line spacing. The font to be used is 12-point Times New Roman.

Please refer to the "Guidelines for the Preparation of Manuscripts" which is available separately from the Series Editor before finalising your manuscript for submission.

Electronic submissions are permissible. Please ensure that the total size of the file(s) that you are sending as attachments do not exceed 5 MB in size to ensure their quick transmission. If your manuscript needs to be illustrated by large graphics that will lead to the creation of very large file sizes, please consult the Series Editor at the email address below before submitting it to him.

Whom to contact?

Book proposals and manuscripts may be sent by airmail or via email with attachments in the "txt" or ".doc" formats to:

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