



### **GUEST LECTURE at CBIT**

## **Participatory Communication for development in practice The case of community media**

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### **ABSTRACT**

Since it emerged, the field of communication for development has undergone a constant process of redefinition. Since the 1990s, the importance of participation in social and communicative processes in order to generate a truly transforming development has been stressed, and studies carried out during those years focused on participation as an important component to be considered.

The so called community media (radio stations, television, telecentres) are undoubtedly privileged forces driving the participatory communication for development approach. Since their emergence in the late 1940s and up to the most recent studies of systematization of Jankowski (2002) and Lewis (2008), community media have been characterized by the centrality of citizenship participation in the creation of widespread messages, in their management, and in the processes of social change that they promote.

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He is an Assistant Professor in the area of Audiovisual Communication and Advertising at the University of Cadiz

He is coordinator of the research group "Communication and digital citizenship".

He is one of the few Spanish researchers included in the anthology "Communication for Social Change: Historical and Contemporary Readings" (eds. Thomas Tufte and Alfonso Gumucio, CFSCC, 2006)