



Addressing the Relevance of Indigenous Communication to Communicating for Development

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Abstract

Often, those involved in the formulation of development initiatives especially for rural areas in developing countries, lack the professional skills to understand reasons for the reluctance of rural targets of their programs to accept social change-no matter how relevant to the enhancement of their current standard of living. This paper addresses the role understanding the indigenous means of communication of target rural populations would play in the people's susceptibility to change agents and their development ideas.

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