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Originally published in 1977. Covering a wide international field and with the emphasis on communications in developing countries, this book contains chapters by eminent contributors looking at questions of policy, governance and planning in the field of mass communications. It also considers the role of the media in national development, multi-media education and critical theoretical issues bearing on the impact of modernization on traditional cultures. A few selected countries are discussed in detail – Iran, Brazil, India and the People's Republic of Benin (then Dahomey) as well as the results of an international survey on the future of broadcasting. The book made recommendations for administrative reorganizations, network expansions and research requirements, some of which were implemented shortly afterwards.

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