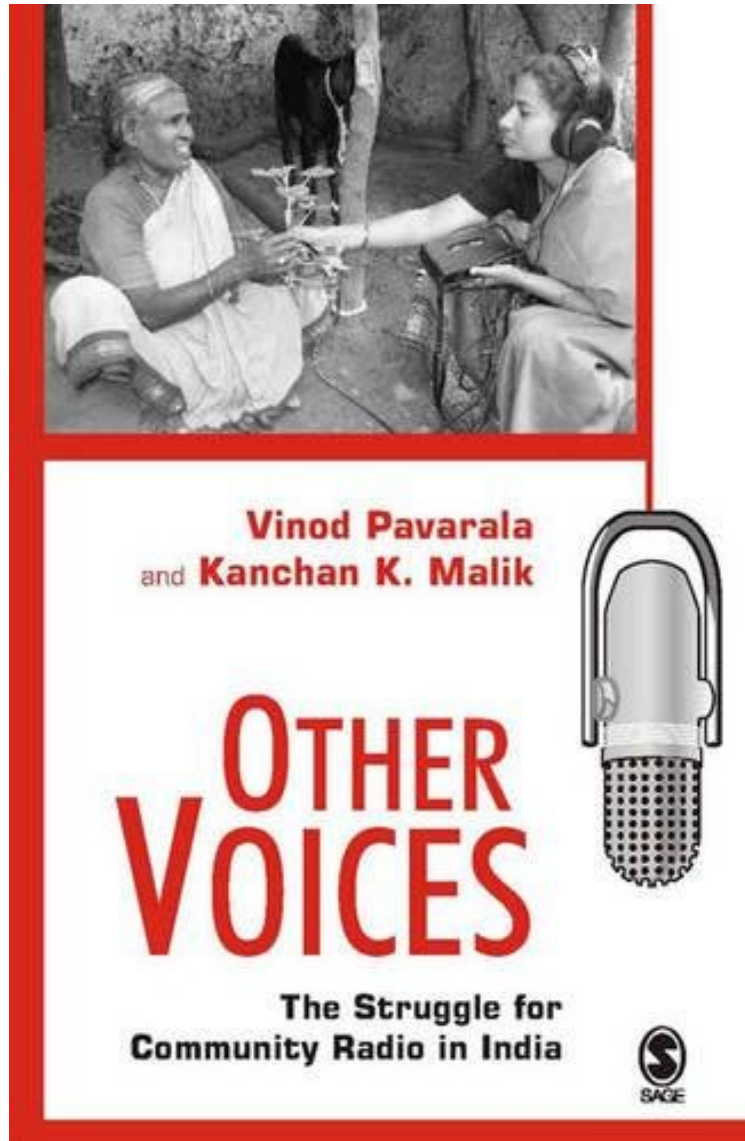


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## Other Voices: The Struggle for Community Radio in India

*Vinod Pavarala, Kanchan K Malik*

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This book is a significant study of an emerging alternative media scene in India in the larger context of the

globalization of mass communication. *Other Voices: The Struggle for Community Radio in India* investigates the ideologies and communication practices of various community-based organizations that have been using community radio as a means for empowerment at the grassroots. Adopting the case-study method, the authors do an in-depth analysis of four community radio projects in India-Andhra Pradesh, Karnataka, Gujarat, and Jharkhand.

Pavarala and Malik have spent more than six years researching the developments in this regard and have done a good job of locating the growth and development of community radio in India in the context of globalisation of the media and emergence of new technologies. The book also includes a comparative analysis of the broadcasting policy frameworks in countries such as the US, Australia, Ireland and South Africa to illustrate the lessons they hold for the vibrant functioning of community radio in India--Businessworld This book is an excellent read, provides a mine of information, and offers a balanced perspective on the joys and travails of community radio in India.--Asian Journal of Communication The book is an eloquent effort to uphold the right of citizens to be active in spheres of life relevant to daily living and to exercise their right to communicate. 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Five valuable appendices on community Radio and a detailed bibliography make the book very useful for all students of democracy, those interested in media and its healthy development in India. (Free Press Journal) The authors have conducted extensive research, met with the practitioners of various alternative media experiments, including narrowcasting and used the last seven years to put together an excellent research and analysis of the community radio movement in India..This Valuable book is a must read for all those interested in media for the marginalised communities and the impact on grassroots development in India. (I4donline.net) Pavarala and Malik have spent more than six years researching the developments in this regard and have done a good job of locating the growth and development of community radio in India in the context of globalisation of the media and emergence of new technologies. The book also includes a comparative analysis of the broadcasting policy frameworks in countries such as the US, Australia, Ireland and South Africa to illustrate the lessons they hold for the vibrant functioning of community radio in India (Businessworld) About the Author Vinod Pavarala is Professor of Communication and Dean, Sarojini Naidu School of Communication, University of Hyderabad. After completing a dual Masters in Communication Journalism and Sociology, he obtained his PhD from the University of Pittsburgh, USA. He has taught at the University of Pittsburgh, Virginia Tech (Blacksburg, USA), and the Indian Institute of Technology, Mumbai, and has been a Visiting Fellow at Princeton University. For over five years he has been one of the leading campaigners for a national policy on community radio and has played a significant role in the drafting of the policy approved by the Union Cabinet in late 2006, permitting community-based organizations to start their own radio stations. Pavarala is the author of *Interpreting Corruption* (Sage, 1996) which looks at the social construction of corruption in India. Dr Kanchan K Malik is an Associate Professor in the Department of Communication, University of Hyderabad, (India) and has been teaching post-graduate Journalism and Mass Communication courses for nearly 15 years now. She obtained her Ph.D. in Communication from the University of Hyderabad in 2005/6. Her doctoral work has been published by Sage as a much-reviewed book, *Other Voices: the Struggle for Community Radio in India* co-authored with Prof. Vinod Pavarala. With a dual Masters in Economics and Mass Communication, she worked as a journalist with *The Economic Times*, New Delhi for two years before settling for a career in academics. She has worked on several research projects and published research papers on media interventions by non-governmental organizations for empowerment at the grassroots level. Her work has also contributed to policy advocacy efforts for Community radio in India. She has also worked on the research "Religions, Ethics and Attitudes towards Corruption" as part of the Religions and Development project of the University of Birmingham. Her scholastic and research interests include, Print Journalism; Community Media (and Gender); Media Laws Ethics; and Communication for Social Change. She is a Faculty Fellow, UNESCO Chair on Community Media and Associate Editor of the e-newsletter *CR News* brought out by her department in partnership with UNESCO.