Asian Approaches to Human Communication:
A Selected Bibliography

Yoshitaka Miike                          Guo-Ming Chen

Denison University                 University of Rhode Island


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Communication programmes should make use of all media infrastructures and channels available in a country, both modern and traditional, in an orchestrated and mutually reinforcing fashion. Multichannel communication approaches can also help in identifying appropriate agricultural technologies for women as well as in disseminating the required knowledge and skills. A recent evaluation of the Soul City "edutainment" programme in South Africa has demonstrated the added value and effectiveness of using a multichannel approach. This communication campaign aimed at delivering health education messages to women over a three-month period.