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Communication for Social Change (CSC) is a defined field of academic enquiry that is explicitly transdisciplinary and that has been shaped by a variety of theoretical inputs from a variety of traditions, from sociology and development to social movement studies. The leveraging of communication, information, and the media in social change is the basis for a global industry that is supported by governments, development aid agencies, foundations, and international and local NGOs. It is also the basis for multiple interventions at grassroots levels, with participatory communication processes and community media making a difference through raising awareness, mobilizing communities, strengthening empowerment, and contributing to local change.

This series on Communication for Social Change intentionally provides the space for critical writings in CSC theory, practice, policy, strategy, and methods. It fills a gap in the field by exploring new thinking, institutional critiques, and innovative methods. It offers the opportunity for scholars and practitioners to engage with CSC both as an industry and as a local practice, shaped by political economy as much as by local cultural needs. The series explicitly intends to highlight, critique, and explore the gaps between ideological promise, institutional performance, and realities of practice.

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Communicating Gender and Advocating Accountability in Global Development

Karin Gwinn Wilkins

University of Texas at Austin, USA

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1. Women in development. 2. Microfinance.
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*To Grace Way Knudsen, Marie Monroe Wilkins, and
Karel Knudsen Wilkins*

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