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- **Developing Cultural Policy Research Programmes: A Focus on the Material Communities of Cultural Practice**
By Donald Guambe and Arnold Shepperson
- **Cultural Engineering and Development**
By David Kerr
- **Drama: An Appropriate Tool in Development Support Communication**
By Felix Fandyroy Moyo

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E-mail: acceb@arcc.or.ke
acceb@form-net.com

Correspondence and Advertising

Authors should send contributions to the Managing Editor, ACCE Institute for Communication Development and Research, P. O. Box 47495, Nairobi, Kenya. Books for review, book review articles and all other matters regarding *AMR* should be sent to the same address.

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Circulation	Miss Lydia Gachungi, African Council for Communication Education, Nairobi, Kenya.
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Comments on this Issue

This issue of AMR is designed to explore the intricate relationship between communication and culture. Keyan Tomaselli provides a succinct summary of all the other units in his lucid explanation of why governments do not listen. In the end, it is not only the governments that fail to use the results of participatory communication research.

In their unit which deals with developing cultural policy research programmes, Guambe and Shepperson argue for a broad-based approach with focus on media types, regulation and message dissemination, at regional and national levels. Warren Parker's unit on action media is a good illustration of planned communication for social change in the health sector. It is a useful contribution to the evolving knowledge of social marketing and IEC. Writing on "Cultural Engineering and Development", David Kerr addresses the important issue of using indigenous cultural forms to promote development. This complements Lynn Dalrymple's unit on the uses of traditional cultural forms in community education. Felix Muyo's unit argues for better use of drama as a communication tool in development and positive social change.

Each of the units presents interesting insights to the discussion of the catalytic roles of culture in development and communication.

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Theme:
Culture and Communication

Theme Editors:

Keyan G Tomaselli
Director, Centre for Cultural and Media Studies
University of Natal, Durban

and

Emmanuel Kasongo
Development Communication Specialist,
Centre for Cultural and Media Studies,
University of Natal, Durban

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