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edited by **Everett M. Rogers**

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**CONTENTS:** New Perspectives on Communication and Development: Overview (E. M. Rogers) Alien Premises, Objectives, and Methods in Latin American Communication Research (L. R. Beltran S.) Communication of Agricultural Innovations in Latin America: The Need for New Models (J. D. Bordenave) The Diffusion on Innovations and the Issue of Equity in Rural Development (N.G. Roling, J. Ascroft and F. Wa Chege) The Communication Effects Gap: A Field Experiment on Television and Agricultural Ignorance in India (P. M. Shingi and B. Mody) How Does Communication Interface with Change? (G. C. Whiting) Communication and Development: The Passing of the Dominant Paradigm (E. M. Rogers)

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