

Contents

<i>List of Tables and Figures</i>	viii
<i>Acknowledgements</i>	ix
<i>Preface</i>	x
Introduction	1
Decolonizing the mind	1
How much is enough?	3
Who are 'the people'?	4
Autonomous development	5
PART I: Maldevelopment	9
1. The End of History	11
A new religion without atheists	11
The end of history?	13
The original myth and the supremacy of the book	14
Ideological rivals, perhaps, but partners in destruction all the same	17
An ethnocentric construct	18
Stepping back from the brink	19
Countering the end of history syndrome	21
Re-embedding the economic in the cultural	22
2. Maldevelopment: Coming to Terms with Terms	26
'Third World': a terminology	26
Maldevelopment	27
The continued need for a Third World perspective and parlance	28
'Another Development' and Third World	30
The Third System	32
Third World and Third World Order: a third way	33
Third World and Fourth World: part of the same political landscape	34
Fourth World: where politics and gender meet	35
Ideology and terminology: coming to terms with terms	38
3. Demystifying Participation: of Beneficiaries and Benefactors	41
The three articles of the interventionist creed	41
The discovery of Participation: 'Participation'	42
The interventionist prerogative	45
The Community Development roots of Participation	46
'Putting' People First	47
Participation, Putting People First and the Bretton Woods Institutions	48
Rapid Rural Appraisal: putting cost-benefit analysis first	50
From being put first to acting autonomously	51

4. The Ownership and Creation of Knowledge	56
The age of Prometheus	56
Affluent <i>homo miserabilis</i> (needy man) in the modern landscape of scarcity	57
The Basic Needs approach: papering over the cracks	58
Power and knowledge: the disciplining of society	59
Education as disciplined transmission of commoditized knowledge	60
Non-formal education: <i>deus ex machina</i> on the development stage	61
Education gains the favours of the World Bank, only to lose its soul?	61
Education 'as' development	64
Knowledge creation: 'being (re)born together'	64
Development as educational process	66
Research: commoditized knowledge production (<i>doxa</i>) vs democratic knowledge creation (<i>epistème</i>)	67
Conclusion	68

PART II: Autonomy **73**

5. Political Autonomy: Another Agency	75
The need for a new paradigm	75
Wealth does not trickle down, it sticks	76
The search for another democracy: the failure of Community Development	78
Challenging the 'Putting People First' fashion	81
Political autonomy: reclaiming ownership and control	82
Participation and autonomous human agency (praxis)	86
Conclusion: a third way	86

6. Cultural Autonomy: Reading the Word and the World	92
The ethnocentric roots of development communicology and extensionism	92
Diffusion of innovations: targeting and 'reaching' peasant societies	92
The myth of people's ignorance	95
Science and barbarism	96
Literacy and orality	97
The humanization of the landscape	99
Oral culture and oral civilizations	99
Literacy: the meeting of two cultures	101
Metodo Paulo Freire (the Freirean method)	102
Cross-cultural communication: building bridges between two cultures	104
The Kamĩrĩĩthu Community Theatre	105
Drama: from peasant autobiography to community script-writing	106
Big media, small media, micro media	107
Augusto Boal: theatre of the oppressed	109
Visual literacy	110
Networking	112

7. Entrepreneurial Autonomy and Literacy	116
'Managing induced rural development'	116
Self-management and large groups in crisis economies	120
Origins of EWTO/WEM: Clodomir Santos de Moraes and the Peasant Leagues	121
Rooted and uprooted (displaced) peasantry	122

The hypothesis	123
From artisan to worker	124
The experimental or enterprise workshop for self-managed enterprises	126
Rooted peasantry: the West African NAAM model of organization	130
Bernard Lédéa Ouédraogo	132
NAAM as cross-cultural transition from traditional to modern	133
Conclusion: transfers or local practices?	134
8. Self-Reliance, or Economics Embedded in Culture	137
Max-Neef and the invisible (barefoot) economy	139
A culturally embedded popular economics: Network Cultures	148
Conclusion	156
PART III Humanizing the Landscape: An Ethical Imperative	161
9. Challenging the Given: Women Countering the Masculinization of the Motherland	163
The 1970s: an age of many discoveries	163
Housewives	164
Income-generating activities	166
Structural adjustment programmes	167
Women integrated in whose development?	168
Knowing the tree by its fruits: examining biased outcomes	170
From WID analysis to gender analysis	170
From socially constructed gender towards post-gender	171
The semiology of gender	172
The cyborg: a metaphor for a post-gender age	173
Human rights or men's rights?	174
Human rights? Men's rights!	177
Blacks and women: a common struggle	180
Reversing the masculinization of the landscape. Feminist political economy and beyond	181
Women, environment and development: ecofeminism and feminist environmentalism	183
10. Humanizing the Landscape: An Ethical Imperative	193
Value neutrality	193
The inescapability of the ethical question	195
Opening the ethical debate: Denis Goulet and the cruel choice	195
'First generation' pioneers: early defenders of meta-economic values	197
Second generation ethics	197
Third generation ethics: development as if people mattered	199
The crisis of sustainability	200
Performative values	203
Third generation ethics: dissidents and discontents, or counter-discourse?	204
Conclusion	206
<i>References</i>	213
<i>Index</i>	236