

FOREWORD

The limits of my language mean the limits of my world.

— Ludwig Wittgenstein

Mitigating the Impediments to Political Communication in an Emerging Democracy: Lessons learned in the Daewoo Land Deal of 2008 in Madagascar is an act of faith. It is an act of faith in the ability of effective communication to encourage and protect the democratic process and the citizens themselves, who, Danarson rightly reminds us, are the legitimate foundation of power.

This faith in the communication process manifests in the text's wide scope when theorizing political communication. The discussion travels across China, Nigeria, South Africa and other African countries, USA, and Europe. This scope reminds us of the interconnectedness of contemporary communication. Importantly, the wide scope of the text also parallels the author's own wide range of interests and talents. His engagement with multiple projects in different disciplines have provided Danarson with a deep understanding of the complexities of effective communication. The author understands that not all components of ideal political communication will be equally useful in all contexts. The discussions of the *raiamandremy* and the *fonkotany* are especially insightful in this regard. They exemplify the necessity of shaping specific communications solutions in the context of and with respect for the already-existing traditions and cultural structures.

Readers familiar with Madagascar in the years immediately before and after the 2009 coup will no doubt appreciate the thoughtful and objective tone that describes that period's highly controversial events. The sensitivity and

respect that Danarson calls for in the use of future political communication manifests here in the straight-forward, fact-based, yet dispassionate representation of the volatile situations. The text respects the differences in actors yet treats them evenly.

Wittgenstein's connection between the ability to conceptualize and the ability to self-express are relevant here in a less linguistic, but no less symbolic sense. The language of political communication, that is the tools employed for communication between citizens and their representatives, can limit the ability of both parties to imagine new and better forms of nation-building. It can also expand horizons. Whether for the student of political communication or the political strategist, this text offers its own set of capable tools for that expansion.

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