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RADIO LISTENING: A STUDY OF TWO VILLAGES IN CACHAR DISTRICT OF ASSAM (PAPERBACK)



Radio Listening: A Study of Two Villages in Cachar District of Assam

LAMBERT
ACADEMIC PUBLISHING

LAP Lambert Academic Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The present study reveals that radio as a mode of mass communication is an essential catalyst in bringing socio-cultural transformation in Indian rural setting which refers to cultural activities such as religious life (worship of God and Goddesses), ritual of life cycle, festivals and fairs, religion in crisis situations (worship of deities of specific diseases such a Shitala Matas, Ojha...

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- Authored by Pandey Gyan Prakash
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