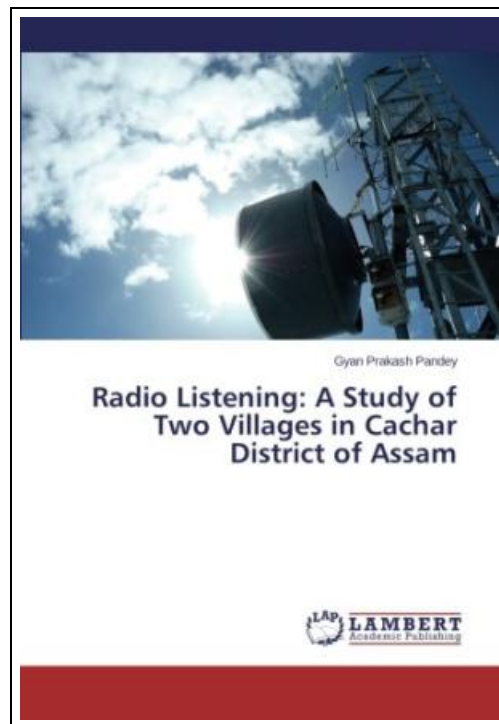


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LAP Lambert Academic Publishing, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The present study reveals that radio as a mode of mass communication is an essential catalyst in bringing 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 as Shitala Matas, Ojha etc.) on account of its listening programmes. The study also proves that radio is capable of adjustment with old existing traditions and catalyzes social transformation by creating mutual understanding and familiar bonding with its audience. And, it is playing a more significant role in socio-cultural life of the villagers in rural setting due to its extensive reach, effectiveness, acceptability and cheapness as well as unavailability of electricity and high rate of illiteracy. Therefore, radio is a useful medium in creating community awareness about issues and problems and also creates a sense of participation in countries efforts to user in a new social order for playing a vital role in cultivating civic consciousness even in the era of Satellite communication.



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