

1. Record Nr.	UNINA9910459680003321
Autore	Sharma S. K (Sanjeev Kumar)
Titolo	Communication trends and political behaviour [[electronic resource] ] : (a study of Kumaun) / / Sanjeev Kumar Sharma
Pubbl/distr/stampa	New Delhi, : Pragun Publication, 2006
ISBN	93-5043-986-7 1-4416-5487-9
Descrizione fisica	1 online resource (118 p.)
Disciplina	306
Soggetti	Communication in politics - India - Kumaun Political participation - India - Kumaun Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	COVER; Prologue; Contents; Introduction; Theoretical Aspects of Communication; Research Design; Communication and Political Behaviour-Empirical Trends; Conclusions and Suggestions; Appendix; Bibliography
Sommario/riassunto	Communication is said to be the backbone of the political system as the input and output functions of the systems largely depend on the communication capabilities and effectiveness. The political behaviour of the people in rural and semi urban areas is greatly susceptible to be influenced by their exposure to communication media, which may in turn provide supplementary, different or additional impetus to their socio cultural attitudes framing the basic political cultural patterns. Therefore, the present book is an attempt to understand the relationship between communication trends and political