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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 commnication 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