

1.	Record Nr.	UNISALENTO991004031709707536
	Autore	Mao Zedong
	Titolo	Contre le culte du livre (Mai 1930) / Mao Tse-toung
	Pubbl/distr/stampa	Pekin : Editions en langues Étrangères, 1966
	Descrizione fisica	17 p. ; 15 cm
	Disciplina	3
	Soggetti	Mao Zedong - Discorsi
	Lingua di pubblicazione	Non definito
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910976781203321
	Autore	Poffenberger Thomas
	Titolo	Reaction to World News Events and the Influence of Mass Media in an Indian Village / Thomas Poffenberger
	Pubbl/distr/stampa	2020 [s.l.] : , : University of Michigan Press, , 2020
	ISBN	9780472128259 0472128256 9780472038428 0472038427 9780472902255 0472902253
	Descrizione fisica	1 online resource
	Collana	Michigan Papers On South And Southeast Asia
	Classificazione	HIS000000HIS048000
	Soggetti	History / Asia / India & South Asia History
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	Livello bibliografico	Monografia

Our major research interest in the village under study was originally in the area of socialization practices, social change and variables related to fertility behavior. We had not planned a study of the diffusion of news events and villagers' reactions to them. However, the Indian Government was considering the use of media for a major mass communication program, to propagate the idea of having small families through the use of family planning methods, and we believed it would be of value to examine any data that might be helpful in getting at least some feeling about what villagers read in the papers and what they heard on the radio, as well as their understanding of the information and their attitudes toward it. We subsequently asked questions about the use of mass media.
