

1. 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
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	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.