THE ROLE OF MASS MEDIA IN THE DEVELOPMENT OF LOCAL POLITICAL CULTURE A CASE STUDY OF PUDHARI A LOCAL NEWSPAPER OF KOLHAPUR

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By K. M. More

M. A.

Lecturer, Shri Shahaji Chhatrapati College, Kolhapur

Guide

Dr. P. G. Agnihotri

M. A., Ph. D. Head, Department of Political Science, Devchand College.

Arjunnagar, Dist.-Kolhapur

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