

I N T R O D U C T I O N .

INTRODUCTION.

The news papers, a very prominent mass media has been playing an important role in developing the political culture of the pre and post independent India. Maharashtra is one of the leading states of the country in publishing and circulating national, regional and the local news papers and also in contributing towards the creation of Nationalist and democratic culture. For example Lokmanya Tilaka's 'Kasari' during freedom movement and Mr. P. K. Atra's 'Maratha' during Sayunkta Maharashtra movement which had recognition for having a high level efficacy in shaping the political culture of the Area. The similar role has also been played by 'Daily Pudhari' of Kolhapur in the area of Kolhapur, Satara, Sangli districts of Maharashtra and Belgaum District of Karnataka.

The publication of Daily Pudhari was started in the year 1939 and continued to date without any break. This paper has played a very important role in all the important national movements as well as regional and local movements in the area.

This is therefore, is an attempt to study the role played by Pudhari in orienting the people's attitude and in calculating the values among them in relation to important political objects of the country viz. 1942 Freedom Movement, Maharashtra-Karnataka Border issue, Co-Operative Movement, rural leadership etc. in post independence period etc.

Objective of the study.

An attempt is made in this dissertation.

- 1) To study the role of Pudhari in orienting the people's attitude towards important national movements.
- 2) To study the work of Pudhari in the area of Kolhapur, Sangli, Satara and Balgaum Districts as a mass media in developing political culture in the area.
- 3) To study the Pudhari's contribution towards creation of nationalist and Democratic culture.
- 4) To study Pudhari's role in regional movements.
- 5) To study the Pudhari's contribution towards the development of rural leadership.

Method of Study.

The different articles, various editorials and important informations regarding the national as well as regional political movements were studied and analysed. In short this is the study of articles, editorials of the 'Daily Pudhari' descriptive content analysis method was used.

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