

B I B L I O G R A P H Y

1. Agee, Ault, Emery      1982    Introduction to Mass Communication  
Harper and Row Publishers, New York.
2. Arora H.K.L.            1981    Television in India in Vidura, Vol.18No.4  
Press Institute of India's Mass Media  
Magazine.
3. Ambekar(Yadav)J. B.    1980    Channels of Communication and Development  
in a Rural Community, (unpublished Ph.D.  
theses), Karnatak University, Dharwad.
4. Bandura and Walters    1963    Social Learning and Personality Development  
Holt, Rinehart and Winston, New York.
5. Bauer R. A.             1964    Social Indicators, Mass; M.I.T. Press,  
Cambridge.
6. Bernard Rosenberg and    1957    Mass Culture, Free Press,  
David Manning White        New York.
7. Bhandari L.R.            1976    Communications for Social Marketing,  
Columbia University, New York.
8. Bhattacharjee P.K.      1978    First Indian Newspaper in The Word,  
Rajendra Prasad Institute of Communication  
Studies Bombay.
9. Cantril H. A.            1942    The Patterns of Human Concerns, Rutgers  
University Press, New Brunswick, N.J.
10. Carter V Good          1973    Dictionary of Education, McGraw-Hill  
Book Company, New York.
11. Census of India         1981    District Census Handbook-Kolhapur,  
Compiled by-The Maharashtra Census  
Directorate, Bombay.
12. Chatterjee R.K.         1973    Mass Communication, National Book Trust,  
India, New Delhi.
13. Cumpert and Cathcart    1982    Inter Media, 2nd edition, Oxford University  
Press, New York.
14. Edelsky, Carole         1977    Acquisition of An Aspect of Communication  
Competence, ed. by. Susan Ervin-Tripp  
and Claudia, Mitchell-Kernan, Academic  
Press, New York.

15. Gill R. 1986 Social Change, Journal of the Council for Social Development, Vol.16.
16. Gunsten D. 1974 The Word, Rajendra Prasad Institute of Communication Studies.
17. Hanumantha Rao H. 1984 The Impact of TV in Hyderabad, in Vidura, Press Institute of India's Mass Media Magazine, Vol.21 No.4
18. Hartley E. L. 1965 Definition of Communication, in Dictionary of the Social Sciences, ed. by Julius Gould and William L Kelb, Free Press, America.
19. Hornby A. S. 1974 Oxford Advanced Learner's Dictionary of Current English, 3rd ed. Oxford University Press, New York.
20. Innis Harold 1950 The Bias of Communication, Oxford University Press, Oxford.
21. Katz, Gureviten, Haas 1973 On the us, of the Mass Media for Important, American Sociological Review,
22. Kelly R.L. 1977 Introduction to Communication, Coaming Publishing Company, California.
23. Klapper J.T. 1973 The Social Effects of Mass Communication, in C.D.Mortensen's Basic Reading in Communication Theory, Harper and Row Publishers, New York.
24. Kernhauser W. 1960 The Politics of Mass Society, Routledge and kegan Paul, London.
25. Lasswell Harold D. 1948 Structure and Function of Communication in Society, in L Bryson Communication of Ideas.
26. Lerner D. The Passing of Traditional Society, Free Press, Glencoe.
27. Mane S.S. 1986 A Sociological Study of Art and Home Deceration in Kolhapur City, Shivaji University, Kolhapur.
28. Marshall McLuhan 1964 Understanding Media, McGraw-Hill New York.

- D. Fleur, 1982 Theories of Mass Communication, 4th ed.  
 Longman, New York.
- K.J. 1975 Communication Knowledge and the Library,  
 Clive Bingley, London.
- en C. D. 1973 Basic Reading in Communication Theory,  
 Harper and Row Publishers, New York.
- H. 1983 Mass Media and Culture, Toward an Inte-  
 grated theory, in Intercultural Communi-  
 Theory, ed. by William B. Gudykunst,  
 Sage Publications, London.
- ee, Menon, Paliwal 1968 Human Problems of Shift Work, Shri Ram  
 Centre For Industrial Relations, New Delhi.
- N.V.K. 1981 Role of Cinema in Development, in Vidura,  
 Press Institute of India's Mass Magazine,  
 Vol.18 No. 1
- Information 1978 Shri. Shiv-Shahu Mahavidhyalay Sarud.  
 Kulkarni 1978 Second Indian Studies-Communications,  
 Popular Prakashan, Bombay.
- eg B. And White 1957 Mass Culture, Free Press, New York.
- Feshbach 1981 The Stimulating vs. Cathartic Effects  
 of a Vicarious Aggressive Experience,  
 Journal of Abnormal and Social Psychology.
- Willbur 1970 Process of Mass Communication, 2nd ed.  
 University of Illinois Press, Urbana.
- Prasad H.Y. 1979 The Difficult Art of Reaching Rural Eyes  
 & Ears- Limited Role of Technology  
 Transfer, in Communicator, Journal of the  
 Indian Institute of Mass Communication,  
 New Delhi.
- f S. B. 1980 Communication Rules, Sage Publications,  
 London.

42. Sitaram K. s. 1969 An Experimental Study of the Effects of Radio upon the Rural Indian Audience, University of Oregon, Eugene, Oregon.
43. Sela Pool Ithiel 1963 The Mass Media and Politics in the Modernization Process, in L.W. Bye (ed.) Communication and political Development, Princenton University Press.
44. Vajpayi D. K. 1971 The Role of Political Participation, Mass Media and Empathy in Modernization, Michigan State University, East Lansing, Michigan.
45. Venkataraman Indumati 1974 Youth Magazines-More Ornamental than Useful? in The Word, Rajendra Prasad Institute of Communication Studies, Bombay.
46. Yadav M. V.G. 1983 A Sociological Study of Mang Community in Shahuwadi Taluka, Shivaji University, Kolhapur.
47. Yadav S. G. 1984 Smaranika, Shri. Shiv-Shahu Mahavidyalay Sarud.

.....

