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AMIC-MINISTRY OF INFORMATION AND BROADCASTING (PAKISTAN)
REGIONAL SEMINAR ON MASS MEDIA, TRADITION AND CHANGE,
ISLAMABAD,
MAR 28-30, 1983
Participants looked at specific elements, such as, the family, education, religion, the political and economic systems from the standpoint of their respective countries. The major force in cultural change, it is conceded, is borrowing; the adoption of alien lifestyles and values made familiar through contact with other societies. Advances in communications technology have accelerated this process of familiarisation and resultant changes.
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