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| Title | AMIC-Ministry of Information and Broadcasting (Pakistan) Regional Seminar on Mass Media, Tradition and Change : Islamabad, Mar 28-30, 1983 : [contents] |
| Author(s) | |
| Citation | |
| Date | 1983 |
| URL | http://hdl.handle.net/10220/558 |
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**AMIC-MINISTRY OF INFORMATION
AND BROADCASTING (PAKISTAN)
REGIONAL SEMINAR ON
MASS MEDIA, TRADITION
AND CHANGE,
ISLAMABAD,
MAR 28-30, 1983**

S.I.

015578

659.3:398.1 AMIC

AMIC Ministry of Information and Broadcasting (Pakistan)
Regional Seminar on Mass Media, Tradition and Change,
Islamabad, Mar 28-30, 1983 . - Singapore : Asian Mass
Communication Research & Information Centre, 1983.
lv (various pagings)

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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