



India's Communication Revolution

Arvind M. Singhal, Everett M. Rogers

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This book explores the recent social changes in Indian society, resulting from the applications of new communication technologies such as satellites, cable television and the Internet. Though far from becoming an information society, it shows how India is making remarkable progress in that direction through an informatization strategy: the process through which communication technologies are used for furthering socio-economic development. The authors discuss the various processes at work at both the governmental level and in private enterprise, the rapid technological development and their impact on Indian society, the growth of software parks, the Internet revolution and the lessons learned so far.Â

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