Preface

The thesis broadly addresses two major areas of communication studies namely Development Communication and Cultural Studies. The study seeks to retain the emancipatory character of development of the 1960s and incorporate the programme of differences initiated by the contemporary Cultural Studies practitioners.

The field of Development Communication has either dealt with larger units of analysis like the nation or very micro-units of analysis like village societies. Region as a political form has not been attended to in the field of Development Communication. Communication constitutes nations, regions and village societies as well.

On the other hand, in the area of Cultural Studies, there has been to effort to recognise region as a political form as distinct from nation and other regions. But such studies carry less emancipatory insights and preclude collective action.

The textual analysis of the regional language newspaper Deccan Herald show that the Daily constitutes region both in a pluralistic and in a unitary sense. The ideology of development fosters differences and homogeneity as well.

This thesis suggests that there should be more intense exchange between these concerns. It is in this sense, that the study treats region as a modern political form that mediates modernity to its members. Deccan Herald is a case in point.