Latter half of 19th century brought a sea change in communication studies. Communication scientists and researchers had shown more interest in the studies of indigenous mode of communication practice and traditional media. Though Kerala possesses a high percentage of literacy rate and media diffusion, no such study has been carried out so far. This study is an attempt to bring forward such a communication practice, which proved the potential of indigenous mode of communication, and possibilities of integrated role of various communication channels to effect social development.

From its inception, Communism had an enduring influence on the social, cultural and political milieu of Kerala. So it is felt that, an exploration on the communication practice of the Communists would be worthwhile, in bringing out the methods they utilized to popularize such an alien concept like Communism in our society. It will be helpful in evolving a communication strategy for the dissemination of
developmental messages. This idea has motivated me to carry out a study on this regard.

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