B.K. Ravi’s new book on ‘Television and Rural Development’ is a welcome addition to the stream of prolific literature in the field of communication and development published in the last half-century. Ravi, presently Professor of Communication in Bangalore University is a multidisciplinary scholar. He combines in himself expertise of a media teacher, researcher and a professional. He has taught a variety of media related courses, guided a number of doctoral dissertations, participated in several national and international seminars and conferences, and has published extensively in research journals. Besides his academic experiences, his social commitments and concerns for the underprivileged provide a unique orientation to his scholarly endeavors. He has served two term as member of the Backward Classes Commission of the Government of Karnataka.

‘Television and Rural Development’ is both a compendium on development communication literature and a sophisticated research report on the role of television in rural India. The study is a critical analysis of television content, its consumption and impact in Karnataka State. The information and analysis, the implications and recommendations that emerge from this investigation will be useful to both government and non-governmental agencies in designing and executing their development programs.

The book is well written, adequately researched and exhaustively documented. The book draws its ideas heavily from non-Western sources, particularly empirical evidences from Indian studies, is a strong point in its favor. It will be an important book in the field in coming years, widely used and read near and far.

-Prof. H.S. Eswara
Communication Expert
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