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The Impact of A Radio Program on Adolescents

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Abstract

This article is the result of a study of the effects of a radio and television program designed for an adolescent audience. The findings contribute to our understanding of the acceptability of advice by adolescents when received from an anonymous agent rather than from the individuals in the

adolescents' primary group, the effectiveness of a mass medium program as a socializing agent, and whether such a program can supplement the prestige and authority of a primary group.

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