

1. Record Nr.	UNINA9910456587503321
Autore	Puri Manohar
Titolo	Career in mass communication [[electronic resource] /] / by Manohar Puri
Pubbl/distr/stampa	New Delhi [India], : Pragun Publications, 2006
ISBN	93-5043-984-0 1-4416-3992-6
Descrizione fisica	1 online resource (411 p.)
Disciplina	302.2/023
Soggetti	Mass media - Vocational guidance Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [383]-391) and index.
Nota di contenuto	COVER; Contents; Preface; Introduction; Professional Aspects; Cultivation of Mass Communication; Basic Norms of Mass Communication; Success in Career; Social Orientation of Mass Communication; Media Organisations; Writing for Mass Communication; Newspapers and Journals; News Collection; Role of News Agencies; Writing on Particular Subjects; Journals and Magazines; Writing for Periodicals; Art of Reporting; Art of Editing; Criticism Writing; Role of Science; News on Radio; News on Television; Moral Aspects of Mass Communication; Bibliography; Index
Sommario/riassunto	Once thought to be a difficult task, career in mass communication has witnessed tremendous changes, lately, introduction of a media is a new stream for the industry. It has opened new avenues. It has opened a number of windows in the sphere of profession. Advantages apart, the favouring factors, i.e., hard work, sharp intelligence, analysing attitude, honestly, courage to face the hostile winds and in-depth knowledge of than which is bygone; of that which is going on and necessary insight to look into what is going to happen, etc. can not be underestimated.

2. Record Nr.	UNIORUON00022140
Autore	SHIMAO Toshio
Titolo	Shi no toge. Shuppatsu wa tsui ni otozurezu / Toshio Shimao
Pubbl/distr/stampa	Tokyo, : Shinchosha, 1979
Descrizione fisica	376 p. ; 22 cm.
Classificazione	GIA VI BA
Soggetti	LETTERATURA GIAPPONESE - NOVELLISTICA - SEC. XX
Lingua di pubblicazione	Giapponese
Formato	Materiale a stampa
Livello bibliografico	Monografia