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| 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<br>1-4416-3992-6  |
| Descrizione fisica      | 1 online resource (411 p.)  |
| Disciplina              | 302.2/023   |
| Soggetti                | Mass media - Vocational guidance<br>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. |