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Autore	Puri Manohar
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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.