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| Edizione | [First edition.] |
| Descrizione fisica | 1 online resource (958 p.) |
| Collana | Encyclopaedia of mass communication |
| Altri autori (Persone) | UsmaniB. D |
| Disciplina | 302.2 |
| Soggetti | Mass media Communication 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. [323]-335). |
| Nota di contenuto | Vol 1 COVER; Contents; Introduction; Role of Media; Impact of Media; Significance of Media; Production of Newspaper; Press in India; Different Waves; Concept of Communication; Communication Methods; Basic Aspects of Communication; Basic Aspects of Information; Disciplined Media; Role of Law; Bibliography; Vol 2 COVER; Contents; Concept and Perception; Some Concepts; Various Theories; Fundamental Concerns; The Openings; Goals and Targets; Moral Factors; Ethical Values; Social Orientation; Political Orientation; Publicity Factors; Response of the Audience; People's Response; Role of Censorship Proprietors' RoleBibliography; Vol 3 COVER; Contents; The Framework; Scene in India; International Scene; Scene in West; Scene in Muslim World; Scene in Pakistan; Journey of Celluloid; Development of Photography; Printing Process; Bibliography |
| Sommario/riassunto | In today`s global world, Mass Communication is a vital part of our life. Mass communication means a lot of people, talking on telephone, sending and receiving e-mail, writing and receiving letters. Interestingly, unit very recently the accepted meaning of the term; mass |

communication did not describe mass communication, as communication taking place on a mass scale. What was, and still is, more often termed as mass communication, is the communication that happens by means of movies, big daily newspapers and broadcasts-the creation and mass distribution of information and entertainment.
However
