

1. Record Nr.	UNINA9910791413103321
Titolo	Encyclopaedia of mass media . Vol. I [[electronic resource] /] / edited by M.A. Khan
Pubbl/distr/stampa	Mumbai [India], : Himalaya Books Pvt. Ltd., 2010
ISBN	1-282-84889-5 9786612848896 93-5043-936-0 1-4416-7862-X
Descrizione fisica	1 online resource (1065 p.)
Collana	Encyclopaedia of mass media
Altri autori (Persone)	KhanM. A
Disciplina	302.2303
Soggetti	Mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references (p. [351]-362).
Nota di contenuto	Vol 1 COVER; Contents; Introduction; Historical Background; Fast Progress; Role in Revolution; Freedom Movement; Nationalists in Polity; Advocates of Freedom; Liberty and Obligations; Champions of Nationalism; The Great Pioneer; Double Effect; Newspapers after Independence; Rising to Occasion; Various Dimensions; New Trends; Future View; Apex Office; Press Council's Role; Bibliography; Vol 2 COVER; Contents; Genesis of News; Theory of News; Making News; Presentation of News; Progress of News; Communicating News; Importance of News; Methods of Writing; Writing with Creativity; Feature Writing Writing for Magazines Purposeful Writing; Formal Presentation; Printing Technology; Process of Printing; Bibliography; Vol 3 COVER; Contents; Revolution in Information; Development of Electronic Media; Growth and Progress; Technological Progress; Technological Importance; Functional Technology; Role of Internet; Functioning of Television; Method of Telecasting; Role of Television; Radio Broadcasts; Importance of Celluloid; Bibliography
Sommario/riassunto	In modern times, Mass Media is one of the most vital sectors in any society or economy. Mass media can be used for various purposes, like `advocacy1 for both business and social concerns. Enrichment and

education - traditionally through performances like acting, music, and sports along with reading and Public Service announcements. Another aspect of Mass Media is mainstream media, which implies ability to transmit tacit knowledge, with a bias - political or otherwise, - towards favouring a certain individual outcome or resolution of an event. This view of central media can be contrasted with la
