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| Autore                  | Puri Manohar  |
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| ISBN                    | 93-5044-051-2<br>1-4416-8061-6  |
| Descrizione fisica      | 1 online resource (393 p.)  |
| Disciplina              | 302.23  |
| Soggetti                | Mass media  |
| 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 and index.  |
| Nota di contenuto       | COVER; Contents; Preface; Fundamentals of Mass Communication; Various Concepts of Mass Communication; Development of Mass Communication; Mass Communication Infrastructure; Practical Aspects of Mass Communication; Social Orientation of Mass Communication; Social Relevance of Mass Communication; Legal Aspects of Mass Communication; Ethical Aspects of Mass Communication; Significance of Mass Communication; Significance of Writing in Mass Communication; News Perception for Mass Communication; News Structure; Significance of News in Mass Communication; Impact of Mass Communication; Bibliography<br>Index |
| Sommario/riassunto      | Apparently, mass communication, an attractive and heaven-on-earth and tough jobs, on earth. To call a spade a spade, it is a life-long mission, the ingredients of which comprise indomitable courage, hill-strong firmness, honesty, unbiased viewpoints power of observation and analysis, ability to dicotomize the right and wrong and finally a vast collection of information and awareness to translate various ideas into a conveyable form.  |