

1. Record Nr.	UNINA9910791446003321
Autore	Puri Manohar
Titolo	Outlines of mass communication [[electronic resource] /] / by Manohar Puri
Pubbl/distr/stampa	New Delhi [India], : Pragun Publications, 2006
ISBN	93-5044-051-2 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 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.