

1. Record Nr.	UNINA9910827465203321
Autore	Chunawalla S. A
Titolo	Mass communications and media studies : masscommedia / / S.A. Chunawalla
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2010
ISBN	1-282-80440-5 9786612804403 93-5044-037-7 1-4416-7825-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (553 p.)
Disciplina	302.23
Soggetti	Mass media - India Mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	COVER; CONTENTS; Basic Concepts of Mass Communications; Media Overview; Media Selection, Planning, Scheduling & Strategy; Print Media; Electronic Media - TV; Electronic Media - Radio; Media of the New Millennium - Internet; Outdoor and Transit Media; Cellular Telephones; Cinema and Films; Non-traditional Media; Print Production; TV Commercial/Film Production; Fundamentals of Computer Graphics; Production of Animation Films; Marketing Research; Public Relations; Media Personalities
Sommario/riassunto	Several thousand newspapers and magazines,several several hundred general entertainment and other channel of satellite TV, broadband internet connections on computers,about 350 million cellphones, almost a thousand plus movies every year-all this reminds us that we are in ICE Age-the age of information,communication and entertainment.Many career opportunities have been thrown open by a booming media business. Mass communication have scaled the Himalayan height.It is the time to capture the excitement,the novelty and vibrancy of this field between the covers of a book .This book treats mass comm

