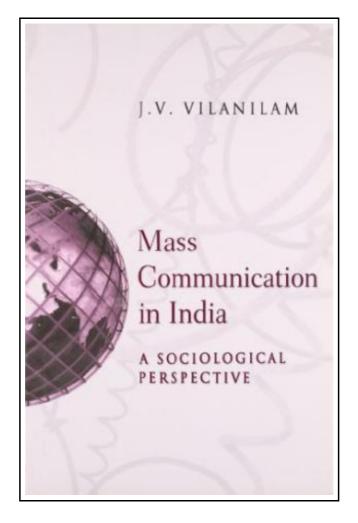
# Mass Communication in India: A Sociological Perspective



Filesize: 6.73 MB

## Reviews

This ebook is definitely worth buying. It is definitely basic but excitement within the fifty percent in the ebook. Its been designed in an extremely straightforward way which is merely following i finished reading this ebook where basically changed me, alter the way in my opinion.

(Ward Morar)

## MASS COMMUNICATION IN INDIA: A SOCIOLOGICAL PERSPECTIVE



Sage Publications, New Delhi, India, 2005. Paperback. Book Condition: New. First Edition. This book traces the progress of mass communications in India and the West from a historical and sociological perspective, from primitive to modern times. Placing his argument in the global context within which mass communication takes place, the author: - Emphasizes the distinction between communication and mass communicationthe former being a two-way exchange and the latter mostly a one-way communication. - Discusses the relevance of mass communication for the largely illiterate population of India, with particular reference to the type of media content and the inadequacy of conventional schooling. - Discusses the rapid technological progress in the world in recent decades in the context of digitalization, computerization and media convergence, as well as the global nature of mass communication. - Highlights that almost half the world `s population remains untouched by the communications revolution even at the beginning of the 21st century. - Examines the potential of EDUSAT, the educational satellite launched recently, as a means to bring education and information to all sectors of the Indian population. Printed Pages: 228.



Read Mass Communication in India: A Sociological Perspective Online Download PDF Mass Communication in India: A Sociological Perspective

# You May Also Like



Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School

Book Condition: Brand New. Book Condition: Brand New.

Read Book »



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Read Book »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203  $\times$  135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Read Book »



Games with Books: Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Read Book »



## History of the Town of Sutton Massachusetts from 1704 to 1876

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This version of the History of the Town of Sutton Massachusetts...

Read Book »



#### Kid Toc: Where Learning from Kids Is Fun!

Createspace, United States, 2012. Paperback. Book Condition: New. Hanne Simone Larsen (illustrator). 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Where learning to read from kids is fun!

Download Book »



#### Mass Media Law: The Printing Press to the Internet

Peter Lang Publishing Inc, United States, 2013. Paperback. Book Condition: New. New. 251 x 175 mm. Language: English . Brand New Book. Digital media law is now the dynamic legal territory. Mass Media Law: The

Download Book »



#### Report from the Interior

Faber & Faber. Paperback. Book Condition: new. BRAND NEW, Report from the Interior, Paul Auster, 'In the beginning, everything was alive. The smallest objects were endowed with beating hearts.' Having recalled his life through

Download Book »



#### Highlighted in Yellow: A Short Course In Living Wisely And Choosing Well

Thomas Nelson. Book Condition: New. 1558538348 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!!EXPEDITED SHIPPING AVAILABLE. A life well lived comes from listening to the advice

Download Book »



### DK Readers Invaders From Outer Space Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in.Are aliens from other planets visiting Earth Read these amazing stories of alien encounters -- and make up your own mind!

Download Book »