



## Mass Communication Today

By Urmila Devi

Akansa Publishing House, New Delhi, India, 2010. Hardcover. Book Condition: New. Dust Jacket Condition: New. Mass communication is the term used to describe the Academic Study of the various Means by which individuals and entities relay information through mass media to Large segments of the Population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, Television and film, as these are used both for disseminating News and for advertising. This volume contains valuable information on mass communication. All salient features are given elaborate treatment in systematic and scientific way. Table of Contents 1. Mass Communication : What, Why and How? 2. The Nature of Mass Communication 3. Theoretical Approaches to Communication 4. The Communications Revolution 5. Professional Organization of Mass Communicators 6. Audio-Visual Revolution 7. Communication Mass and MIS Printed Pages: 294.



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