



Mass Communication: Theory and Practicd

By K.B. Dutta

Akansha Publishing House, New Delhi, India, 2005. Hardcover. Book Condition: New. Dust Jacket Condition: New. The present century is the age of information technology. With the advancement of communication technology, mass communication has become easier, faster and more accessible. The power inherent in the mass communication from print to non-print medium like press, film, Radio and TV are some form of communicative media to inform, the persuade, to educate and to entertain. The present Book on Mass Communication is designed to provide fundamental information on the theme in concise form. Based on authentic sources and facts, the readings compiled in this volume will delight and enlighten one and all in the field. Table of Contents Preface 1. Importance of Communication 2. Mass Communication : An Introduction 3. Media Planning Strategies 4. Communication Theories 5. Media Needs of Women and Children 6. New World Information and Communication Order (NWICO) 7. Communication Channels 8. Media and Computer Literacy 9. Media in 21st Century 10. Functions of Communication 11. Aims of Communication Printed Pages: 295.



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