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2004. Hardcover. Book Condition: New. 308 This book deals with impact of media in bringing about social changes. The topics dealt with include media relations, participatory communication, communication strategies to control HIV/AIDS, current trends in communications, media and gender development, media and violence, etc. Stress is also given on how communication can be used in prevention of crimes and social changes taking place in Arabic world under impact of media. This work will find its utility in the hands of media mangers, social workers, development planners and common masses. About The Author:- Prof. Ramesh Chandra, was born in a family of academicians and freedom fighters on July 1st. 1957 in village Bijwara, District Meerut of Uttar Pradesh. He started his research career at University of Delhi and then went to the New York Hospital-Cornell University Medical Center, as well as at the School of Medicine, State University of New York at Stony Brook as a faculty member and then went to Harvard University Medical School-Massachusetts General Hospital joined at MIT, Cambridge, USA. On his return to India he joined the faculty at the University of Delhi, where he is currently a Professor of Chemistry and Director of Dr. BR Ambedkar Centre for Biomedical Research: in addition to his present assignment as Vice-Chancellor of Bundelkhand University, Jhansi (UP). He was appointed Professor (Research Scientist) by the UGC at the young age of 35 years. He is a creator, performer and builder of institutions of higher learning. He has established Dr. BR Ambedkar Centre of Biomedical Research at University of Delhi, when he was just 33 years old and became its Founder Director. He was appointed as youngest Vice-Chancellor of Bundelkhand University on March 24th, 1999 at the age of 41 years. He has metamorphosed it into a Center of Excellence by...

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