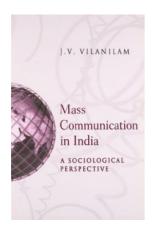
Read Doc

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...

Download PDF Mass Communication in India: A Sociological Perspective

- Authored by J.V. Vilanilam and A.K. Varghese
- Released at 2005



Filesize: 9.25 MB

Reviews

This publication may be worthy of a read through, and a lot better than other. It is among the most incredible book we have read through. Your daily life period will be change when you total reading this article publication.

-- Garett Baumbach

A whole new eBook with an all new standpoint. It is actually rally fascinating through reading through time period. You wont truly feel monotony at anytime of your own time (that's what catalogues are for relating to when you request me).

-- Claire Bartell

Related Books

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...
- History of the Town of Sutton Massachusetts from 1704 to 1876
- Dog Farts: Pooter s Revenge
- Plentyofpickles.com
- city and people. sociological narrative