## **Contents**

1.	Journalism and Mass Communication : Career Planning	3
2.	Journalism : Mission Versus Profession	10
3.	History of Indian Journalism	35
4.	Press Law	44
5.	Communication and Mass Communication	53
6.	Radio Broadcasting in India	61
7.	Television Broadcasting in India	78
8.	Indian Cinema	92
9.	Traditional Media and Folklores	97
10.	Information Technology	101
l1.	Web Journalism	109
12.	Advertising	113
13.	Public Relations	133
14.	Media Organisations	142
15.	Media Management	153
16.	Market Research and Marketing	159
17.	Idioms and Quotations	165
18.	Media Terminology	168
19.	Short Questions	178
20.	Very Short Questions	192
21.	Media Quiz	197
22.	Latest in Journalism	212
	Anneyure	215