



Media And Communication Research

By Om Gupta And Sudesh Sharma

2011. Hardcover. Book Condition: New. 310 pages. English This is the first book of its kind where 27 practising media and communication research scholars have shared their research projects. Media research is the latest discipline to enter in the pedagogy and teaching modules at the undergraduate and post-graduate levels. Almost every media teacher is engaged or aspire to be a research scholar. It will be immensely useful for all of them. 25 different dimensions of field, ethnographic, Emerical and analytical research by three Ph.D. scholars, professors and even a national award film historian have contributed to this fruitful anthology. Media teachers from international universities, institutes and university affiliated colleges have come out with exciting conclusions on human behaviour, social changes, content analysis and media studies. A highly recommended book for students and teachers in particular and media watchers in general. About The Author:- Om Gupta has been a communicator for four decades. After working for India Today, Indian Express, PTI and Pioneer Group of publications he headed media departments of Rai University, JIMS and CMS. Presently he is Dean, Writing deptt. of Asian School of Studies of Marwah Studios at Film City, Noida. Sudesh Sharma is an academic personnel holding...



READ ONLINE
[5.93 MB]

Reviews

It is easy in read through easier to fully grasp. it had been writtern very completely and useful. I am pleased to let you know that here is the greatest book we have read during my personal life and could be he very best book for possibly.

-- Miss Marge Jerde

It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon