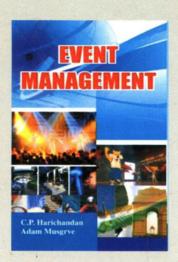
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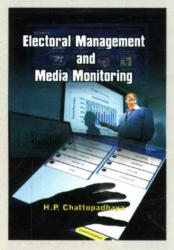




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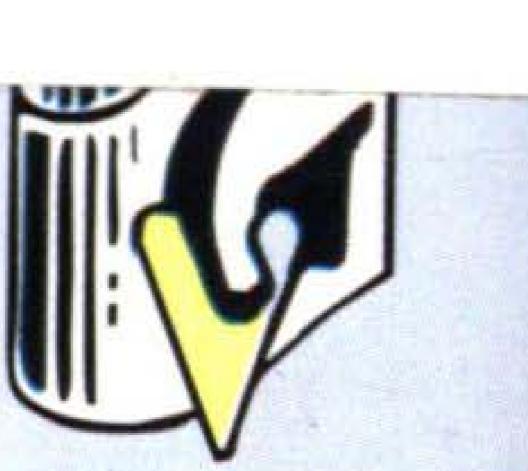
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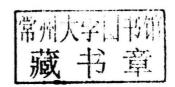
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# Mass Communication Principles and Practices



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# Mass Communication Principles and Practices



# **Preface**

The book entitled *Mass Communication: Principles and Practices* is a comprehensive and critical study of the different dimensions of the process of communication. Newspapers, magazines, radio, television and, of course, the internet are the vital ingredients of mass communication. It is remarkable to point out that the application of some form of media is the hallmark of the discipline of mass communication.

The very first volume of this book deals with the meaning and definition of mass communication, tools and techniques of mass communication, journalism, news reporting, newspaper printing as well as editing. Volume second of the book covers broadcast media, more particularly television and radio broadcasting. Advertising and public relations are other important areas of this volume. A wide-range of issues like press laws, media ethics, new media technology, technological innovations in broadcast media and the status of media in the age of information technology etc. have been incorporated in the third volume. Apart from this, photography and photo-journalism, cyber journalism and event management also constitute the part of the final volume.

The distinguishing feature of this book is that it has given particular attention to the role of mass media in the context of India. All the major developments in the field of mass communication have been discussed and examined with a particular reference to India. As a matter of fact, this book provides the thorough study of mass media and its impact and relevance for India.

The authors have made serious and sincere effort to incorporate all the key elements of mass communication both from the theoretical as well as empirical perspectives. This work is an invaluable source of knowledge for the graduate and post-graduate students undertaking mass communication. Also, this book would provide a new direction in the field of mass communication research and analysis.

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