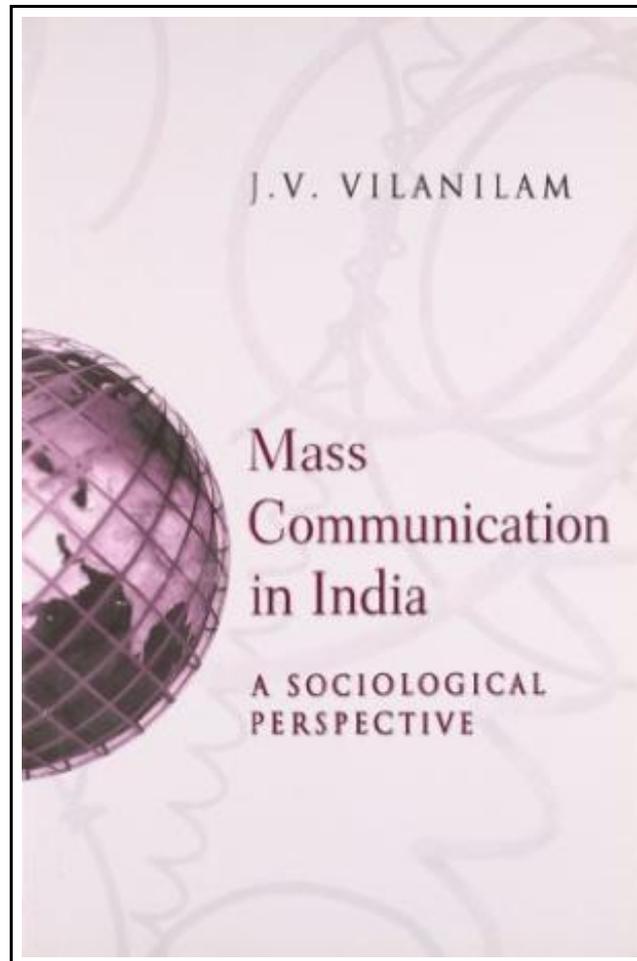


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Reviews

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(Emmett Mann)*

MASS COMMUNICATION IN INDIA: A SOCIOLOGICAL PERSPECTIVE



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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 communication the former being a two-way exchange and the latter mostly a one-way communication. - Discusses the relevance of mass communication for the largely illiterate population of India, with particular reference to the type of media content and the inadequacy of conventional schooling. - Discusses the rapid technological progress in the world in recent decades in the context of digitalization, computerization and media convergence, as well as the global nature of mass communication. - Highlights that almost half the world`s population remains untouched by the communications revolution even at the beginning of the 21st century. - Examines the potential of EDUSAT, the educational satellite launched recently, as a means to bring education and information to all sectors of the Indian population. Printed Pages: 228.



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