

# Media Of Mass Communication John Vivian

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*Pavlik JOHN A WALTON John Vivian Unesco John R. Bittner John R. Bittner James E. Fletcher Munir K. Nasser John R. Bittner Warren Kendall Agee John Vivian William L. Rivers J V Vilanilam*

mass media has become an integral part of the human experience news travels around the world in a split second affecting people in other countries in untold ways although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story the selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

accompanying cd rom contains two additional chapters chapter 22 visual messages and chapter 23 media and political systems page xxii

good no highlights no markup all pages are intact slight shelfwear may have the corners slightly dented may have slight color changes slightly damaged spine

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

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