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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...



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