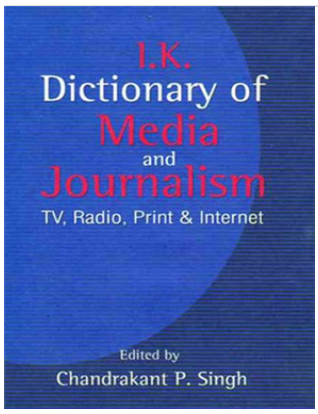
Book Information Sheet



Dictionary of Media and Journalism: TV, Radio, Print and Internet, 1/e

Chandrakant P. Singh

2004 | 345 pp | Paperback | ISBN: 9788188237135 | Price: 175.00

About the Book

This book is unique in the sense that it deals not only with the key concepts of media and journalism but also the related concepts originating from public relations, advertising, marketing, time-selling, management, etc. that students need to know as part of their syllabus. Over four thousand terms & concepts have been explained.
This dictionary is designed to help its users understand the nuances of the medium for which they are trained.
Social science students wanting to venture into media related research would find this dictionary useful.
It may also serve as an effective tool for promoting better inter-departmental understanding within the same media organization

Salient Features

- Includes key as well as related concepts and terms that mass communication and journalism students need to know.
- Terms specific to a country or region are properly contextualized.
- Abbreviations and acronyms are used as entries in cases where they are more commonly understood rather than the fully expanded terms.

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