



## Enter The World Of Mass Media



**Author:** Barun Roy  
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Enter The World of Mass Media is an outcome of the author's interactions with numerous readers and Mass Communication enthusiasts all over the nation regarding the need of a good resource book on the subject. Essentially all encompassing, the book does not merely go through the different aspects of Mass Communication, but also sets standards for the future.

This book with the help of some of the best known minds in the field of Mass Communication, Marketing and Information Technologies, seeks to set forward, for the first time in India, a germinating set of standards, norms and ethics to be followed on the Internet.

Enter The World of Mass Media thus also sets out to lay grounds for the future of Mass Communication.

A reader, after going through this book, will not only have an understanding of the subject, but coupled with his own added insights, he would also be capable of being a transforming force in the field.

## Contents

Preface

Acknowledgements

Brief History of Mass Media

A Brief History of Print Media

The First Modern Newspapers

The Advent of Telegraph

The British Indian Empire

A Brief History of Radio Broadcasting

Types of Radio Broadcasting

The Evolution of FM Broadcasting

All India Radio - A Case Study

Yuva Vani - The Voice of the Youth

A Brief History of Television Broadcasting

First Television Broadcasting

Television in India

CAS – Conditional Access System

Doordarshan – A Case Study



Internet: What it is and the Future it Holds?  
Genesis  
The World Wide Web  
Internet as an Instrument of Mass Communication

The World of Mass Communication  
Communication - What does it Involve?  
Models of Communication  
Communication and Mass Communication

The Press  
Power and Responsibilities of the Press  
What Regulates the Press?  
Civil and Criminal Libel  
The Author's Defences  
What Regulates the Press besides Libel?

The News  
What does News imply?  
How to Judge News?  
Today's Heterogeneous Audience  
How New must News be?

The Reporter  
Who is a Reporter?  
How do Reporters Work?  
The 'Inquiring Reporter'  
The Editor and his News Desk  
Making the News Meaningful  
How to write a News Story?  
Important Things to Remember while Writing for a Newspaper

Broadcasting  
Recorded Broadcasts and Live Broadcasts  
Broadcast Safe Standard Definition Video  
Outside Broadcasting  
Television Studio

Television Crew  
Director  
Producer  
Researcher  
Script Writer  
Make-up Artist  
Set Designer  
Costume Designer

Recording Studios and Radio Studios  
Recording Studio  
Digital Audio Workstations  
Project Studios  
Radio Studios

Radio Programming  
Radio Theatre  
Audio Theatre Today  
Radio Drama

Internet Ethics  
What is the Internet?



Is there a place for Ethics?  
The Yahoo Case Study

Glossary

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