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takes into account not  
just how and why a  
message is developed,  
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generally referred to by the students, teachers, researches etc. in their day-to-day work. Glossaries can be very useful for helping the students, research scholars etc. to understand

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words from their use in reading or in class. This book covers the wide range of terms (A-Z) likely to be encountered by students of journalism and mass communication. It is an essential



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companion to all  
the students  
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studies, as well  
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subjects such as  
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Studies,  
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Radio Production  
etc. Assuming

little or no prior  
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subject, it covers  
terminology  
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mass  
communication.

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areas are covered  
where they

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impact on or offer explanations of journalism, for example, in law and sociology. Effort has been made to incorporate as many terms as possible and cover common terms including Information and

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communication  
technology which  
can be very  
useful for those  
working in the  
area of  
journalism and  
mass  
communication  
and other related  
areas. This book  
consists of  
alphabetical list

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of terms which provide simple definitions and some illustrations for easy understanding of the terms. This book is also an indispensable reference tool for researchers, students and professionals in

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Attempts have  
been made to  
describe the  
various concepts  
in systematic way  
and in a very  
simple and easy  
language. The  
main objective of  
writing this book  
to provide  
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of specialized and technical words and their definitions related to the area of journalism and mass communication. The special feature of this Glossary is that at the end a

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chronology of  
events is given in  
the area of  
journalism, mass  
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mass media and  
related areas.

Media

Anthropology  
represents a  
convergence of  
issues and  
interests on



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anthropological  
approaches to the  
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The purpose of  
this reader is to  
promote the  
identity of the  
field of study;  
identify its major  
concepts,  
methods, and  
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state of the art;  
and provide  
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provides essays  
introducing the  
issues, reviewing  
the field, forging  
new conceptual  
syntheses.

Media educators  
have long been  
debating the  
nature and  
purpose of media  
education. Issues  
relating to new

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technologies and the changing state of the media industry are ongoing concerns, but some of the most difficult questions go to the actual structure of media education itself: Is it best represented as an

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integrated field?

Should it merge  
with other

communication  
subfields, or  
potentially split  
into several  
separate fields?

Media  
practitioners  
complicate  
matters further  
by questioning

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the necessity for  
media education  
at all. The

continued  
consideration of  
and reaction to  
these issues will  
have a significant  
effect on media-  
related education  
and its associated  
practices. In  
Mass Media

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Education in  
Transition,

Thomas Dickson  
gives careful  
consideration to  
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and its future  
directions. He  
provides a history  
of mass media-  
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as well as an

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overview of the major issues affecting media education at the end of the 20th century. He incorporates the visions of media education leaders as to the possible directions the field may take in the next century



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and includes in his discussion information that has been previously unknown or not readily available to media educators. This volume provides a broad view of the major issues affecting all

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aspects of media education: print and broadcast journalism, advertising, public relations, and media studies. It also offers detailed insights as to the possibilities that lie ahead as the field continues to

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develop--a new  
professionalism,  
or a return to a  
prior vision of  
media-related  
education, or  
possibly  
something quite  
different.

Moving Faculty  
Culture From  
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communication is an  
inter-disciplined  
domain. It can't  
understand as stand  
alone subject,  
because it deals  
with society and

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culture at one hand and technology at the other. Thus this book was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. In recent times mass media has grown as a

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widespread industry which is working all over the world. Here in this book it is the sincere effort of the author to put the matter and facts, myths and realities all in a lucid manner. This book is designed keeping in view the average reader and

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is created for the needs of students relating to the area of journalism and mass

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gets ever more  
crucial to the  
Major  
running of a society.

In such a scenario,  
it becomes  
imperative that one  
considers the import  
journalism carries,  
and how the issues  
and problems in it  
are central to how  
we perceive the  
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media and  
advertisers are  
continuously  
adapting their  
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authors explore how  
the rise of  
class/group-focused  
communication,  
resulting from the  
convergence of new

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media technologies  
and continued

demographic  
segmentation of  
audiences, has led  
media outlets and  
advertisers to see  
women and people  
of color as influential  
key audiences and  
target markets, as  
well as a source of  
stereotypes, which

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comprehensive  
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tools and techniques in  
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mathematics in media  
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methods of data  
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while also  
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mass  
communication is  
often associated  
with the  
practical  
applications of  
journalism  
(Print media),*

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radio*

*broadcasting,  
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relations, or  
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*With the  
diversification  
of media  
options, the  
study of  
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has extended to  
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*Mass media and new media, which have stronger feedback models than traditional media sources. While the field of mass communication is continually evolving, the following four fields are generally*

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major areas of  
study within  
mass  
communication.  
They exist in  
different forms  
and  
configurations  
at different  
schools or  
universities,  
but are (in some  
form) practiced*



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*at most*

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*that study mass  
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