

**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 620 024**

**M.A Journalism and Mass Communication**

**(Non-Semester Pattern)**

**Scheme of Examinations**

**(For the candidates admitted from the academic year 2004-2005 onwards)**

Year	Title of the Paper	Exam Hours	University Exam Marks
I	Paper I – Introduction to Mass Communication	3	100
	Paper II – Print Media	3	100
	Paper III – Audio – Visual Media	3	100
	Paper IV – Media Management	3	100
	Paper V – Media Laws and Media Ethics	3	100
II	Paper VI – Writing for Media	3	100
	Paper VII – Audio – Video Production	3	100
	Paper VIII –Advertising	3	100
	Paper IX –Public Relations	3	100
	Paper X – Communication Research Methods	3	100
	<b>TOTAL MARKS</b>		<b>1000</b>

**Eligibility : Any Degree from recognized University.**

# PAPER – I - INTRODUCTION TO MASS COMMUNICATION

## Unit I

Communication – process –Elements of communication-Mass Communication as a source of information- Instruction – Entertainments – Functions of Mass media – Surveillance Correlation, Interpretation, Socialization- Marketing – Watch dogging – Process of Mass Communication- Source –Channel - Receiver - Barrier - Feed Back.

## Unit II

Effects of Mass Communication – Selective Exposure –Selective Perception-selective retention-Perception beyond primary contact-Agenda setting-Inoculation effect.

## Unit III

Theories of Mass Communication-Authoritarianism Libertarianism, Social Responsibility and Communist Theory-Media as a source of development –Human resources development-Development of literacy-Education, Eradication if ignorance about nature and Science –Source of Communicating Science to Common man-Hygiene and Health.

## Unit IV

Classification of Media-Traditional Media- print Media-Electronic Media-Group Media-Types of Mass Media – Traditional Methods-print Media –Newspaper-Journals-Magazine, Wallpaper, Wall posters, Bit Notice, Wall painting –House Journals-News Letter-Other types Audio-Media –Classic system –Tom-tom, Sirens, Bugling-Rhetoric Speech-recording or sound system-Gramophone-Electronic System-Megaphone-Record Player-Tape recorder Microwave Communication-wireless System-Radio-Walkie Talkie-AudioVisual Media-Folk Arts-Street Plays-Drama Cinema –Television Video.

## Unit V

Spread if ideals through media-Influence of Mass communication on culture-Media as a source of knowledge –at a time of Natural calamities like flood drought and famine. Earth Quake, storm, diseases-man made problems-Communal Clash-War-Riot-Strike-research in Mass Media and Communication-Mass Media in India- History and Development-Present condition-Future Studies.

## REFERENCES:

1. Mass Communication in India- keval J. Kumar
2. Journalism in Modern India- Wolselv
3. Theory and practice of Journalism- B.N. Ahuja
4. The complete Journalist- Mans Field
5. India Journlism-Dr.Nadig Krishnamoorthy
6. History of India Journalism-J. Natarajan
7. Report of India press communication
8. Mass Communication and journalism in India- D.S Mehta
9. Ithalial – Dr.R. Kothandapani
10. Ithalial Kalai- Dr. M.P. Gurusamy
11. Beyond Media New Approachers to mass Communication –Budd, Ru, and Rendan, B.D.

## PAPER II - PRINT MEDIA

### Unit I

Modern trends in reporting-Usages of advanced techniques in conveying messages – Production of qualified reporters-Training for reporters in service – Qualities of good reporters – Creating knowledge and technical know how for reporting-Training for the art of interview-Risks of reporters –team sprit among reporters-Flow of photos and pictures into the press-Role of news agencies.

### Unit II

Art for writing for newspapers and Journals- Special qualities-Proficiency in languages-Short and concise presentations-comprehensive presentation of, collected materials-Editorial writing-feature articles-Inclusion of data and application of statistical methods in writing –Freelance Journalists.

### Unit III

Editing-Editor as a responsible person of the press media- Basic Principles in editing – Role of Sub Editors in giving shape to the available materials –Editors as self checkers-Dynamism in editing –Importance of proof reading.

### Unit IV

Style sheet in press importance of typography –Page make up –Photographs-Cartoons-Caricatures-Picture Stories –Comics trips –Astrological and Numerological predictions-Book reviews-Colour processing –Free Supplement with papers and journals.

### Unit V

Sales promotion-Press freedom and circulation-competition for press media form the other media-Political interference-Official intrusions-Financial conditions-News print policies and problems-Circulation improvement –Advertisement as a major source for the survival of press- future of the Indian press.

### REFERENCES:

1. The Quest for news-R . Ramachandra Iyer
2. A History of press in India-S. Natarajan
3. Editing-R. Thomas Bernar
4. Theory and Practice of Journalism-Ahuja B.N.
5. News and Reporting –Neal M.James & Suzanne S. Brown
6. Mass Communication in India – Keval J. Kumar
7. Editing the Day's News –George C. Bastian, Leland D. Case
8. Interpretative Reporting –Mac Dougall
9. Ithalian-R. Kothandapani
10. Ithalian kalai- Dr.M.P. Gurusamy
11. The Press – Chalapathi Rao
12. History of Indian Journalism-Natarajan.J.
13. Active Reporter –James Lewis
14. The Journalistic Interview –H.C. Sherwook
15. Reporting and Editing – Shrivasa K.M.
16. Rural Press in India – Bashiruddin.S.

## PAPER III- AUDIO-VISUAL MEDIA

### Unit I

Development of radio broadcasting in India-Ownership Control –Autonomy for radio-Types of radio services –National Regional –Local –Vividh Bharathi-AM and FM Services-External Service-Commercial broadcasting.

### Unit II

Radio as a source of news broadcast –News and radio language-News Bulletin-News sources for radio-Reporters, Editors and agencies- External news service - interviews

### Unit III

The film media-Cinema and society-cinema as main source of, entertainment –Powerful media to spread message-Culture influence –Effects of cinema –Future of India Cinema- Cinema for political supremacy-Film Censor-Film Censor enquiry committee – documentary films-News reels –National and International film festivals-Film Awards.

### Unit IV

Development of television in India-News Programme-News Cast –Formats of TV Programs-Documentary-Special feature –Interviews –Quiz Programs-children’s Programs-Cultural programs-Commercial and Sponsored Programs-Educational Services-ETV Satellite T.V.as a powerful audio-Visual Media-Role of TV in social changes-Advertisement in TV –Specially-Causes and Consequences-TV News Agencies.

### Unit V

Indian Government policies on radio-Television and Cinema-Competition among the audio visual media –Development of Videography-Cable TV –Future of Audio visual media in India-Comparative study with other advanced countries-Research in Audio-Visual media-Implication of press media over Audio Visual Media

### REFERENCES:

1. Here’s the news- A Radio news manual –Paul De Maeseneer
2. Radio and T.V. journalism-Srivasthava,K.M
3. Mass Communication in India – Keval J. Kumar
4. Broadcasting and the People-Mehra Massani
5. This is All India Radio-Baruah U.L.
6. The impact of Television-Denson W.A.
7. Broadcasting In India –B. Chatterji
8. Indian Broadcasting – Luthra H.R.
9. A Vision for Indian Television –A Report of Feed back Project –Naredoa.A.
10. Communication Revolution-Yadava J.S.
11. Press Institute of India – Vidura

## **PAPER IV – MEDIA MANAGEMENT**

### **Unit I**

Importance of media management-personnel management in media specialization-Training-Skilled labour Problems-trade Unions-External forces in management-Co-Ordinations between various branches of a medium –Inter-relations between various media-Security arrangements in Media Centres-Problems of Quality control – Influences of Government on production and broadcasting –Review by public and Service Organisations-International arrangements in broadcasting Radio and television.

### **Unit II**

Management Systems in Press-Organizations –modern news paper establishment system-Various branches is press Operation-Co-ordination between various branches – Types of management-Family groups –Corporations-Trusts-Chain publication-Problems of small Papers-Competition between various type of press-Role of Government in press media management-Buildings and workings conditions political interference-Official control over buildings Maintenance –Energy crisis-News print policies and problems –Financial management-Advertisement and survival of press –Modernization of Press.

### **Unit III**

Radio management-private and Public Sectors-Hierarchy in Radio Management in India-Various Departments-Engineering –production –Administration News services Division-Reception and Public relations-Advertisement branch-Recording-Dubbing-Broadcasting-Master control room-Keeping of valuable audio voices-Music and song records collection-Books for reference-SITE-PEO-INSAT.

### **Unit IV**

System of management in cinema-Peculiarities-Various branches-production control-Story –Dialogue-Songs-Management of studio-Scenes and setting-Outdoor shootings-Music in Cinema-Editing, Printing and Processing's-Re-recording –Reprint-Distribution Of Films-Financing the films-Film Institutes.

### **Unit V**

Management in television-Organization at national level –Regional broadcastings-Order of administration in a TV Station-Various departments in TV Station-Production-Editing-Video mixing –Broad Casting-News Section-Control over private sector productions for TV Advertisement Control –Reception.

### **REFERENCES:**

1. Newspaper Organization and Management –Herbert Le Willams
2. Radio and TV Journalism-Shrivasthava K.M
3. Newspaper Economics and Management-Trilok N. Sindhwar
4. Broadcasting and the people –Mehra Masani
5. Newspaper Business Management-Thayer
6. Weekly Newspaper Management-Parhart
7. Exploring Graphic Arts-Anthony Marinocco
8. General Management-R.S.Davar
9. Salesmanship, Sales Management and Advertisement-M. Sathia Narayana
10. Management Perspectives-Sethi, Narendra.K.

## **PAPER V MEDIA LAWS AND MEDIA ETHICS**

### Unit - I

#### Constitutional Guarantees of Freedom of Speech and Expression

- The Right to Public and the Right to Privacy
- Constitutional Restrictions on press/Media Freedom
- Privileges of Media personnel
- Right of the public
  - Right of Reply and Right of correction
- Right and Access to information.

### Unit – II

#### Legal Restrictions on Press/Media Freedom

- The India penal Code 1860(Laws of Libel, Slander and Defamation)
- The India Official Secrets Act of 1923.
- The Young persons (Harmful Publications)Act of 1956
- The Indian copyright Act of 1957
- The contempt of courts Acts of 1971.
  - The Drags and Magic Remedies (Objectionable Advertisements)Act of 1954
- The Criminal Procedure code of 1973
- The Press council Act of 1978
- The Indecent Representation of Women Act of 1986
- MRTPC (Monopolies and Restrictive Trade Practices Commission.)

### Unit – III

#### Laws to protect Media Persons

- The Industrial Disputes Act
- The working Journalist (Fixation of Rates and Wages)Act of 1958

### Unit – IV

#### Press Codes and Ethics of Journalism

- The Need for a code of Ethics for the Indian Print and Electronic Media
- The Role of the Press Council
- Social Responsibilities of Media Persons
- Media as 'Public Services'
- Relations of Media with Business and Advertising
- Publication of Objectionable Acts
- Relations of Media with Central and State Governments
- The Media and Public Relations
- Tabloid Journalism
- Cheque Book Journalism
- Case Studies

## Unit - V

### The Need for Regulation and control

- The Arguments for and against self-regulation
- Censorship
- Ethical Issues in Mass Communication Research
- Media laws Concerning TV, Films and Cable
- The Question of Autonomy
- Prime Time/Advt.Tariff
- Time Allocation Entertainment /Education
- Copy right, Regulation
- Broadcast Policy

### REFERENCES:

1. C. Christians, K.Rotzeth  
S.M. Fackler - Media Ethics: Cases and Moral Reasoning  
(New York/ London: Longmans, 1987).
2. D. Basu - Laws of the Press in India
3. Sean McBride - Many Voices, One World (Paris, UNESCO)
4. Adams, James R. - Media Planning
5. Ball-Rokeach, J. Sandra - Media Audience and Social Structure  
Sage Pub.Inc.London, 1986.
6. Basu, Durga Das - Law of the Press  
Joy Print Pack Pvt.Ltd. New Delhi, 1986
7. Bhattacharjee, Arun - The Indian Press: Profession to Industry,  
Vikas Pub, New Delhi, 1972.
8. Cooney, John - No News is Bad News, Various Pub.Dublin ,1974
9. Cousins Pam & Peter, - The Power of the Air.  
Hodder & Sloghton, London,1978
- 10.Curren, James, - Bending Reality  
London, Puto Press
11. Desai, Shobha - Freedom of the Press:  
Bombay, .C.G.Shah Memorial Trust
12. Future and Broadcasting - Eyre Mathuen, London, 1973.
13. Gaugam, Adhikari, - Press Councils  
Press Institute of India, New Delhi
14. Jain S.N. - Parliamentary Privileges and the Press.  
N.M. Tripathi Pvt.Ltd., Bombay 1970.
15. -DO- - Violation of Journalist Ethics and Public  
Task, NIM. Tirpathi pvt.Ltd., Bombay.1982.
16. -DO- - Official Secrecy and the Press  
N.M. Tripathi Pvt. Ltd., Bombay,1982.
17. Jones, Clement J. - Mass Media Codes of Ethics and Councils  
UNESCO, 1980.
18. Jim, Richard (ed.) Etc. - Approaches to International News  
Flow Studies, AMIC, 1983.
19. Press Council of India, Annual Report, Delhi, 1979.
20. Priestland, Gerald, - The Dilemmas of Journalism,  
Lutterworth Press, London, 1979.

## **PAPER VI: WRITING FOR MEDIA**

### **Unit I: INTRODUCTION TO WRITING FOR MEDIA**

Meaning, Characteristics and Techniques of Writing for Media- Basic tools and styles of Writing-Sources of writing: Historical information, Personal sources, Interviewing and Observations-Types of writing: Print, Broadcasting and information technology.

### **Unit II: WRITING FOR PRINT**

Meaning, types, structure and Characteristics of writing for Print-Story Board, Features-Editorial –News release –Copy writing –Commercials-Magazines-Book review-Play writing –Computer aids.

### **Unit III: WRITING FOR BROADCASTING**

Meaning, types structures and characteristics of writing for Radio/Audio and Video/Television –News Writing –Play and serial writing –Advertising and Commercial-Digital format and computer software.

### **Unit IV: WRITING FOR PUBLIC RELATIONS**

Nature, Characteristics and types of work of Public Relations-Writing News release-Letters –publications-Oral Presentations-New information Technology-Web Designing.

### **Unit V: LAW & ETHICS IN WRITING FOR MEDIA**

Ethical and Legal considerations in writing-Amendments and Defamation-Affirmative Defence and Privacy –Copy Rights and Trade Mark –Advertising and Broadcasting regulations-Employment prospects in Print, Broadcast, Advertising and Information Technology

### **REFERENCES:**

1. Writing for the Media - Sunny Thomas
2. Writing for Mass Media - Glenstovall
3. Understanding Mass Communication - Defieur
4. Management of Electronic Media - Alan B. Aibarran
5. Information Sources - K. S. Umapathy
6. Online Information Retrieval - John convey
7. Studies in Educational Broadcasting Television & Radio - Jagannath mohanty
8. Television and its viewers - James Shanahas and Morgan
9. Here is the News , Reporting for the media - Rengaswami, Parthasarathy

## PAPER VII – AUDIO & VIDEO PRODUCTION

### Unit I: BASICS OF AUDIO VIDEO PRODUCTION

Types and varieties of labs and studio, maintenance status-Types of video camera-elements of Video camera-tripods-Film theories & history –History of Video tape recording –Scanning & Tracking –Video formats- Digital video – Lenses & Visualization.

### Unit II: CAMERA TECHNIQUES

Camera operations techniques –Technical and Aesthetic qualities of Camera movement –Different types of programme and format-Live Programme-Videotape production modes-using Videotape in production –multiple camera remote production.

### Unit III: LIGHTING TECHNIQUES

Lights –lighting for Video- Physical & Aesthetical factors – technical & Aesthetic qualities of Video lighting –colour quality of lighting –lighting arrangements for various programme-Light meter.

### Unit IV: AUDIO PRODUCTION

Audio Studio-department and staff- types of Audio tape –Sound & aesthetics-Recording methods, Music, interview, News, Audio duping –Stereophonic sound-Special electronic processing-audio production –remote audio production.

### Unit V: POST PRODUCTION

Some basics of mixing & editing- video tape editing –film & video transfer –graphics & special effects –integration of visual with audio and cuing the scripts-techniques & aesthetics consideration-dubbing –audio,video, film and CD's –Linear –non-Linear editing –Video tapes, types and standards-Editing software and hardware-fitlins software and hardware-special effects & graphics in editing –Evaluation of finished product.

### REFERENCES:

1. "The Technique of Television production:"- Gerald Millerson
2. The Dynamics of Mass Communication - Joshph R. Dominics
3. Television Field production and Reporting"-Frederick Shook
4. Editing by Design – Jan V. White(1982)
5. Avid Manuals
6. Loordhusamy – Makkal Thodarbu Kalai
7. Vinayaga Moorthy – Vilamparak Kalai
8. Parmar Shyam – Folk, Music, and Mass Media
9. Paul Martin Lester – Visual Communication
10. James Field & C. A. Kirkpatric - Mass Communication in marketing
11. Janowitz, Morris – Reader in Public Opinion and Mass Communication
12. Porter, Bruce – Practice of Journalism : A Guide to reporting and writing the news.
13. Sharma – Media Communication and Development

## PAPER VIII- ADVERTISING

### UNIT- I INTRODUCTION TO TYPOGRAPHY:

Type faces-fonts-Roman Gothic-italics-Ornamentals-etc.Weights-Picas-Computer aided designs-Use of Ventura-Corel draw –Page Maker-etc Principles of Design: Lay-out and Design, lay –out stages –thumb nail sketches-rough sketch –comprehensive lay-out – principles of design-balance-contrast-unity-harmony proportion-rhythm-eye movement-Art works –photographs –and drawings. Basic printing methods-engraving-line blocks-half tones-colour printings.

### UNIT-II SETTING ADVERTISING GOALS AND OBJECTIVES

Advertising Planning -Developing Advertising strategy and identification of creative concepts-Planning and selection appropriate approaches. David Ogilvy's "Brand Image" Rosen Reeve's Unique Selling Proposition.

### UNIT –III INTRODUCTION TO COPY WRITING:

Headline. Sub-Head, lines, body, logo, copy styles, different types of copy. Writing for print, creative strategy for print media-Writing for newspapers, magazines, outdoors, direct mails. Writing for consumer advertising-corporate advertising-financial advertising-Industrial advertising. Message: Message structure- Market segmentation-advertising appeals-Human Needs as basis –Negative emotional appeals –Positive emotional appeals-direct and indirect appeals.

### UNIT – IV MAKING RADIO COMMERCIALS:

An ingenious craft-Writing Radio copy –Formate of radio ads-the straight sell-the educational appeal –the testimonial –the humourous approach –the musical spot –the dramatization-types of radio ads. Television Advertising: Script writing-writing formal-processing good commercial and pulling power-types of major television commercials-story line-problem solution-chronology –special effects-testimonial –satire-spokesperson-demonstration-suspense slice of life –anology-fantasy-personality.

### UNIT - INNOVATIVE OUTDOORS:

Multi coloured animated design boards-Non standardised signs- Standardised posters-painted bulletins transit ad-car cards-exterior poseters-stationary and shelter displays-special directories –yellow pages-business directories-non-media ad-mailing lists-point of purchase ads-balloons –flying banners-information centres-theatre ad-Electronic signboards. Computers in Creating advertisements: Software packages, graphic facilities, animation techniques etc.

### REFERENCES:

1. Jerome jewier -Creative Strategy
2. Kao -Managing Creativity
3. Marra -Advertising Creativity: Techniques for generating ideas
4. Moriarty - Creative Advertising: Theory and Practice.
5. Curtises - Introduction to visual Literacy  
A Guide to the visual arts and communication
6. Crow - Communication Graphics

7. Smit - Basic Graphic Design
8. Schlemmer - Handbook of Advertising Art Production
9. Bedell, Cylda - How to Write Advertising that sells
10. Wales, Hugh G - Advertising Copy, Layout
11. Sechafer, Gene F & Jack W Lacmmar -Successful TV and Radio Advertising
12. Aspoley JC - Sales promotion Handbook
13. Burt HE - Psychology of Advertising
14. Driks and Krogger - Advertising principles and Problems
15. Kotch Kiss - Advertising Copy
16. D. R. Singh, K. M. Upadhyay, R.K. Tandon - Advertising (Ed)
17. Ayazeer Phoy - Advertising and Research
18. Qunn F. X. Ethis - Advertising and Responsibility
19. Kepner - Modern Advertising
20. James S. Norris , Prentice Hall - Advertising
21. Joseph. R. Dominick, Barry L. Sherman & Fritz Messere - Broadcasting, Cable and Internet, and Beyond” An Introduction to Modern Electronic Media
22. Aaker A. David & Myers G. John - Advertising Management
23. S. Watson Dunn & Arnold M. Barban - Advertising: Its role in Modern Marketing
24. Lettetield, James E - Advertising : Mass Communication in Marketing
25. Biddlecombe, Peter - Financial Advertising and Public Relations
26. Jefkins, Frank - Dictionary, Advertising and Public Relations

## PAPER IX- PUBLIC RELATIONS

### UNIT- I WHAT IS PUBLIC RELATIONS?

Working –definitions-Nature and scope of public Relations. Four elements of Public Relations: Public Relations as a Social Philosophy of Management –public Relations as Policy Decisions-Public Relations as Action-Public Relations as communication.

### UNIT – II COMMON MISCONCEPTIONS ABOUT PUBLIC RELATIONS

Public Relations as “free” advertising. Evolution of Public Relations - The rise of mass Production-foundations of Professional Status –Pioneers in public Relations-Professional Associations-International Associations and Foundations.

### UNIT – III DEVELOPMENT OF PUBLIC RELATIONS IN INDIA

Early Stages of conscious Public Relations-Post Independence Public Relations-Professional Public Relations-Present Status. Organization for Public Relations- public Relations Officer- Traits of public Relations Officer-Organization of a Public Relations Office.

### UNIT – IV PUBLIC RELATIONS AND PUBLICS

Internal and External Publics-Employees-Share holders-Government –Customers Dealers-Suppliers-Press –Community around. Public Relations for specific groups and Institutions: Hospital –Educational Institution-Transport Corporations etc.,

### UNIT – V STATUS OF PUBLIC RELATIONS IN INDIA

Some case studies Future of public Relations: globalisation-Modernisation, Liberalization, Emphasis on International Communication.

### REFERENCES

1. Adams, Alexandar B : Appollo Handbook of Public Relations
2. Berelson, Bernard : Reader in public Opinion & Communication
3. Nolte, Lawrence W : Fundamentals of Public Relations
4. MacDougall, Curtis : Understanding Public Relations
5. Maston, John E : Modern Public Relations
6. Simon Raymond (Ed) : Perspectives in public Relations
7. Balan, KR : Applied Public Relations & Communication
8. Kobre, Sidney : Successful Public Relations for Colleges and Universities.
9. Stephenson – Hand Book of Public Relations
10. G. Cbanik – A Guide to public relations and Journalism
11. Frazier H. Frank B. Kalupa – Public Relations – Principles, Cases and Problems
12. Kogan Irving Smith - Public Relations
13. Balan .K. R – Handbook of Public Relations and Communication
- 14 Balan . K.R 0 Applied Public Relations and Communication

## **PAPER X: COMMUNICATION RESEARCH METHODS**

### **UNIT- I Nature of Scientific Inquiry**

- Need for Methodology in Communication Research
- Sciences and Scientific Research
- Research Methods in the social Sciences
- Differences Between Social Science Research and Market /Advertising Research
- Questions of objectivity
- Areas of Communication Historical Research

### **UNIT- II Elements of Research**

- Theory and Facts
- Hypothesis
- Concepts and Constructs
- Variables
- Nature and Levels of Measurement

### **UNIT-III Research Design**

- Definition of Research Question
- Literature Review and Topic Selection
- Types of Research Design:
- Exploratory, Explanatory, Experimental and Diagnostic
- Methods of Data collection:
- interviews, observation etc.
- Drawing up Questionnaires
- Compiling Bibliographies

### **UNIT – IV Methods of Data Analysis:**

- Sampling
- Research Instruments and Procedures
- Quantitative and Qualitative Data
- Frequency Tables Regression Analysis, ANOVA etc.

### **UNIT – V Writing up a Research Report**

- Structure
- Organization
- Language
- Presentation of Data
- Charts
- Tables

### **Practicals**

- Experiments on media 'Effects'
- Opinion Survey on media related issues
- Content Analysis (News paper/Magazines, TV, Films)
- Observation Studies (production)

## REFERENCES:

1. Roger D Wimmer & Joseph R Dominik – Mass Media Research – An Introduction
2. Shearon Lowery and Melvin L DeFleur – Miles stones in Mass Communication Research.
3. Ralph Nafziger and David M White – Introduction to Mass Communication Research.
4. Roberto S.E.Etc – Information Retrieval Research (Ed)
5. Grame Burton – More than meets the Eye : An Introduction to Media Studies
6. James E. Shuman – Multimedia in Action
7. Alan Hancock – Planning for Education Mass Media

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