

**BOOKS PURCHASED**

**DEPARTMENT OF MASS COMMUNICATION (2020-2021)**

## CENTRAL LIBRARY

Sl. No.	Qty.	Title & Author (Mass Communication)
1	1	A Handbook of Journalism: Media in the Information Age by Anand
2	4	A Handbook of Media and Communication Research 3/Ed by Jensen
3	4	Advertising Theory: by Rodgers
4	3	Amateur Media: Social, Cultural and Legal Perspectives by Richardson
5	4	Broadcast Journalism: Techniques of Radio and Television News by Stewart
6	4	Communication in a Civil Society: by Lane
7	4	Digital Advertising: Theory and Research by Thorson
8	2	Documentary Media: History, Theory, Practice by Fox
9	4	Dynamics Of Mass Communication: Theory and Practice by Narula
10	1	Environmental Communication 4 Vols by Robert
11	3	Film and Video Editing Theory: Principles and Practice by Froerspm
12	3	Indian Journalism in a New Era by Rao
13	1	Indian Media by Athique
14	3	Introduction to Media Distribution: Film Television and New Media by Kirkpatrick
15	3	Journalism and Society by McQuail
16	1	Local Journalism in a Digital World: Theory and Practice in the Digital Age by Kristy Hess
17	4	Mass Communication And Journalism For Ugc-Net/Slet by ARD
18	1	Mass Media Law by Pember
19	5	Practising Videojournalism by Morgan
20	3	Research Methods for the Digital Humanities- by levenberg
21	5	Rhetorical Public Speaking: Civic Engagement in the Digital Age by Crick

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Sl. No.	Qty.	Title & Author ( <b>Mass Communication</b> )
1	1	A Handbook of Journalism Media in ghe Information Age by Anand (Sage)
2	1	A Handbook of Media and Communicaiton Research: Qualitative and Quantitative Methodologies by Jensen (Rout)
4	1	Adversitising Theory by Rodgers, (Rout)
5	2	Brodeast Journalism: Thchnique of Radio and TV News 7/ed by Stewart (Rout)
	1	Communication in Civil Society by Lane (Rout)
8	2	Indian Journalism in New Era by Rao (OUP)