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Journalism And Mass Communication For Ugc Net

**Dr. Amit Chawla, Sayani Chawla, Neha
Bhushan**



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Journalism Pedagogy in Transitional Countries Diana Garrisi,Xianwen Kuang,2022-12-04 This book

explains what it means to teach journalism in countries with limited media freedom in the post pandemic era It digs into the social and historical factors underpinning the development of journalism university degrees and courses in a selection of illustrative case studies taken from Africa Asia Europe and Latin America This work assesses both the limitations and creative opportunities arising from teaching journalism under constraints Topics include but are not limited to the application of Western theoretical frameworks in new transnational universities in China the historical and political roots of the gap between industry and academia in Slovenia ideological clashes and classism in higher education in the Arab region scholar activism in Turkey decolonizing journalism curricula in South Asia journalism students as research partners in the Philippines and the repression of the student press in Mexico Although this book focuses broadly on the Global South the theoretical and practical implications of its findings and related discussion will inform the challenges facing journalism training today as a whole

Emergence of Social Media: Shaping the Digital Discourse of the Next Generation Swati

Agarwal,Dr. Sharmila Kayal,Dr. Sayak Pal,Dr. Syed Tabrez Hassan,Ms. Ann Mercy J,Dr. Brindhadevi C,Dr. Samuel Okechukwu Omeje,Buik Oparaugo,Mary Onyedikachi Chukwuka,MD. Julker Naim,Dr. Jannatul Ferdaous,Ibnat Sahira Alam,Dr. Amina Abdelhadi,Pousali Bhar,Mouma Chatterjee,Dr. Alpana Vaidya,Shinjan Ghosh,Neha Sewa,Edith Oghenechovwe Otuya-Asohro,Dr. Jaganath. R,Sneha Bhattacharjee,Kanai Sarkar,Dr. Abdul Awal,Debolina Bordoloi,Sagartirtha Chakraborty,Bidisha Kashyap,Akpan Udo Usiere,Bright Udo,Roopam Paul,Vishal Rathod,Shrutidhara Kalita,Gaurav Rai,Moumita De Das,Dr. Komal Ahuja,Doyel Dutta,Dhairya Sarswat,Tran Minh Chien,Disha,Payodhi Daschaudhuri,Debopriya Ghatak,Togaru Reshma Sri,Sai Sukeerthi Yarlagaada,Manas Kumar Yogi,Dr. Banani Kundu,Tuan Anh Chau,Shonima Malhotra,Ahana Roy,Dr. Rommani Sen Shitak,Sneha Bhowmick,Merlin Bijo Abraham,Dr. Nitesh Tripathi,Dimple Badlani,Shahadat Swadhin,Minhaj Aman,2024-11-01 In the fast paced and interconnected world communication has undergone a transformative evolution particularly due to advent of social media Social media platforms have become the heart of global interaction and is reshaping the way we connect share and engage with one another At its core social media is a dynamic and expansive virtual landscape that transcends geographical boundaries enabling individuals communities and businesses to communicate instantaneously In the realm of communication social media serves as a multifaceted tool that not only facilitates the exchange of ideas information and emotions but also cultivates a sense of virtual community The platforms act as digital arenas where diverse voices converge breaking down traditional barriers and fostering a rich tapestry of conversations From personal anecdotes to global discussions social media platforms provide a stage for the collective expression of thoughts opinions and experiences As we delve into the intricate dynamics of social media and communication it becomes evident that these platforms are not merely technological innovations but powerful conduits that mirror the evolving nature of human interaction In this digital age social media stands as a testament to the boundless potential of communication providing a dynamic space where ideas flourish relationships blossom and the world

becomes a more interconnected global village The book delves into the multifaceted impact of social media digital transformation and modern technologies on society Key research themes include the influence of social media on consumer behavior marketing strategies and digital banking The studies explore AI s role in social media its benefits and potential for misuse The mental health challenges particularly among adolescents and celebrities are also addressed alongside the importance of digital literacy Other significant topics include the role of social media in political engagement education human rights and the evolution of digital identities The chapters highlight both the opportunities and challenges posed by social media *Mass Communication and Journalism for UGC-NET/SLET* Atlantic Research Division,2012

OPPORTUNITIES IN MEDIA INDUSTRY POST COVID-19 PANDEMIC VOL1 Dr. Amit Chawla,Sayani Chawla,Neha Bhushan,2021-11-08 This book is designed to guide aspirants and beginners in the field of Mass Communication especially those who are contemplating a professional career after the COVID 19 pandemic The idea is to bring together media practitioners and eminent academicians from top media institutes so that they share their expertise and help newbies with available career choices in various sub disciplines related to this field The chapters in this book are written by top professors and scholars from SRFTI AJK MCRC Jamia Millia Islamia IIMC NIFT Delhi University Amity University Sharda University HP University BIT Durg St Xavier s Kolkata University of Technology and from industry practitioners affiliated with NDTV IGNCA Ministry of Culture In shorts and many others OPPORTUNITIES IN MEDIA INDUSTRY POST COVID-19 PANDEMIC VOL 2 Dr. Amit Chawla,Sayani Chawla,Neha Bhushan,2021-11-08 This book is designed to guide aspirants and beginners in the field of Mass Communication especially those who are contemplating a professional career after the COVID 19 pandemic It brings together media practitioners and eminent academicians from top media institutes so that they share their expertise and help newbies with available career choices in various sub disciplines related to this field The chapters in this book are written by top professors and scholars from SRFTI AJK MCRC Jamia Millia Islamia IIMC NIFT Delhi University Amity University Sharda University HP University BIT Durg St Xavier s Kolkata University of Technology and from industry practitioners affiliated with NDTV IGNCA Ministry of Culture In shorts and many others Screen reader support enabled

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Anh Tran, Bao Trung Phan, Shishir Singh, Ayush Dutta, Dhruba Jyoti Mudoi, Dr. Supratim Karmakar, Dr. Muhammad Umair Chaudhry, Dr. Sobia Usman, Obaluyi John Fidelis, Keshav Vivek, Shiva Thrishul, Mr. Roopam Paul, Soumen Das, Tina Bose, Doyel Dutta, Sohom Bhattacharyya, Niladri Sekhar Dassarma, Dr. Sunil Kumar, Sadia Afrin, Rezwan Ahmed Mahedi, Madiha Anwar, Antonieto G. Alaban, Joti Devi, Priyanka Singh, Dr. Mufutau Oluwakemi ORIOLA, Dr. Olatunde Olufemi AJAYI, Debarshi Bhattacharyya, 2024-09-01 Promoting sustainable living across seventeen essential areas throughout the planet has been the agenda that was adopted in 2015 by the United Nations with a deadline of 2030 After nine years into the future since 2015 most nations still need to gear up to their full potential to fulfill the targeted development Although the United Nations has been publishing its annual SGD progress reports since 2016 along with a list of portals where the parameters can be measured for individual nations for each one of the seventeen goals the perspective of researchers and practitioners provides a unique perspective on the progression Despite the rigorous attempts from the United Nations regulatory authorities and government initiatives the gap remains and the fulfillment of the targets for all seventeen goals till the end of 2023 remains uncertain The book Sustainable Development Goals A Handbook Based on Media Perspective offers a collection of concepts and perspectives on areas like effective administration media advocacy digital literacy responsible usage integrating inventory management greening efforts digital citizenship revival of tribal culture green products sustainable urbanization pastors as social media influencers for sustainable development agrarian sustainability programs on sustainability influencers of sustainability social media activism women s health representation empowerment sustainability in films and entertainment sustainable living mindful consumption climate advocacy public awareness waste management sustainable communication green practices environment friendly technology multiculturalism environmental communication democratic governance health communication and many more Collectively the chapters would help in understanding the different perspectives of sustainability through the lens of media and communication *Advertising: Methods, Research and Practices* Sayak Pal, Noveena Chakravorty, Dr. Sharmila Kayal, Noprita Herari, Ulani Yunus, Santosh Swarnakar, Dr. Linie Darli, Suchivrat Arya, Aijaz Ahmad Mir, Md. Nuruddin Pier Shihab, Lakshita Pant, Dr. Shrinkhala Upadhyaya, Dr. Mona Gupta, Dr. Chetna Bhatia, Dr. Anjali Gupta, Manna Dey, Dr. Abhilasha R, Gadamsetty Surya, Manisha Khanal, Akshoy Kumar Das Chakravorty, Dr. Seema Shukla, Ms. Ashiqha Sultana, Dr. Jisha K, Saranya P S, Dr. Kongkona Dutta, Dr. Shafia Jan, Mohammad Azhar Ishaq, Ritika Sanwal, Vani Harpanahalli, Nagunuri. Srinivas, P. Ganesh Anand, Dr. Ravi Kant Vajpai, Dr. Alka Sanyal, Mr. Adarsh Kumar, Dr. Rachna Patel, Dr. Samuel Okechukwu Omeje, Buike Oparaugo, Dr. Obiora C. Igwebuike, Jyoti Dutta, Dr. Kuldeep Siwach, Alex Arghya Adhikari, Devaki V, Dr. Archana Sharma, Arpan Paul, Vimal Kr. Singh, Tran Minh Tung, Sanchita Chatterjee, Dr. Rohit Ganguly, Dr. Manpreet Kaur, Vaishali Sinha, Shailja Singh, Manishi Shriwas, Dr. C. M. Vinaya Kumar, Dr. Shruti Mehrotra, Dr. Reshmi Naskar, Sumedha Halder, 2024-05-25 Millions of people are exposed to thousands of brands daily through different means and we may categorise some as advertisements William M O Barr calls it conditioning of the

consumers Advertisements can be analysed from different perspectives For instance Philip Nelson in his study Advertising as Information analyses advertisements based on the capacity of advertisements to direct the information toward the consumers helping them separate one brand from another Demetrios Vakratsas and Tim Ambler in their study How Advertising Works What Do We Really Know discussed factors like consumer s belief and attitudes and behavioral effects leading to purchasing behavior and brand choice Research and advertising are intertwined and it helps to explore the horizon of advertising that helps to improve the advertising industry The book Advertising Methods Research and Practices offers a collection of concepts and perspectives like brand identity buying habits online advertising digital gaming political advertising contemporary Indian advertising new age advertising the impact of advertising on food habits and consumption preferences AI intervention in advertising unethical advertising practices chocolate advertising marketing of toys Digital marketing and advertising The chapters also include metaphorical language in advertising advertising appeals e sport marketing sustainable advertising celebrity and advertising subliminal advertising MSME and advertising women in advertising public service advertising advertisement for positive behavior change advertisements on menstrual health and hygiene and many more Collectively the chapters would help in understanding the different perspectives of advertising as practice as well as the dimensions of research requirements

NTA NET Mass Communication and Journalism Previous Papers for UGC NET/JRF Mocktime Publication, NTA NET Mass Communication and Journalism Previous Papers for UGC NET JRF **UGC NET/SLET Mass Communication & Journalism** Sameer K. Mishra, Sanjay Kr Singhal, 2010 Managing Public Relations and Brand Image through Social Media Singh, Anurag, Duhan, Punita, 2016-05-16 Each consumer now has the power to be a journalist reviewer and whistle blower The prevalence of social media has made it possible to alter a brand s reputation with a single viral post or spark a political movement with a hashtag This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization s actions Participation in social media is mandatory for a brand s success in this highly competitive online era Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization s visibility and reputation This publication targets policy makers website developers students and educators of public relations PR and advertising professionals and organizations who wish to better understand the effects of social media **India** ,2014 73 *Mass Communication and Journalism in Hindi* Mocktime Publication, 101-01-01 generated by python docx *Universities Handbook* ,2014

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