

## Book Review

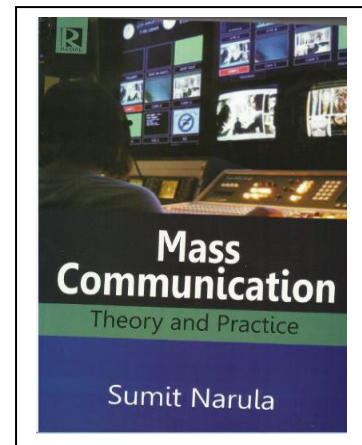
**Title: Mass Communication: Theory and Practice**

**Author: Dr. Sumit Narula**

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Rapid expansion in the industry in India has also taken place in a big way. Several new newspapers and magazines have come. Also, electronic media have surged forward. Along with print journalism, radio and television have also started expanding. Advertising industry and public relations corporates have attained added importance. The concept of mass communication has “arrived” in the real sense of the term. Research in the media issues has also started emerging, and social scientists have found media to be a rich field to be explored. Therefore, media and economics, politics, sociology, psychology, management and administration, etc., have received almost instant recognition as important areas of mass communication.

**Mass Communication: Theory and Practice** is a contemporary and much needed book of Dr. Sumit Narula. The book is comprehensive as it covers a variety of topics in the field of Mass communication right from the Concept of Communication, Importance of Communication in Modern Times, Some Fundamental Truths of Communication; Psychological Perspective of

Communication; Barriers to Communication etc. The book gives prime importance to the model of communications also which are the base of modern communication theories and practices and widely used in all the fields wherever communication is used. These models have been presented in a very lucid manner. Some of the models discussed in the book includes the Classical Models of Communication; Functions of a Model; Shannon–Weaver Model of communication; Berlo's S-M-C-R Model; Osgood-Schramm model of communication; Advantage of Osgood-Schramm Model of Communication; Disadvantage of Osgood-Schramm Model of Communication; Gerbner's Model; Newcomb's Model; Westley Maclean's Gatekeeping Model etc.

The book has comprehensively explained the basics of Mass communication including the topics in The Changing Role of Mass Communications and the Media Industries; Historical Overview of Mass Communication; Theories of Mass Communication; Development Communication and so on. In chapter 4 the theories of media and society have

been explained. The major discussion in this chapter is on Authoritarian Theory; Libertarian Theory; Soviet Theory; Social Responsibility Theory; Theories and Open Debate on Media; Mass Society Theory and other important theories.

Chapter 5 and 6 explains about propaganda and the techniques used in the news media and the media and the public sphere, with a focus on constitutive elements in public spheres. Chapter 7 has a very contemporary topic and discusses about Media organisation and changing dynamics. It brightly focuses upon Median in India, India TV Market and Changing dynamics of Media in India. Chapter 8 is devoted to the broadcasting in the new millennium and explains all the aspects of broadcast media in the light of innovation in TV and other broadcast media.

Chapter 9-12 explains regarding the transnational media ownership and control, Technology Convergence, Media Convergence in Context of India; Production of Media content, Media Content Analysis Effectiveness and Moving cultures and diasporic identities.

Chapter 13-16 of the book have been designed to give innovation and advancements in the field of Mass communication. The Paradigm of Globalisation, Culture, Identity and Mass Audience is discussed in chapter 13 with due consideration of Culture and Globalization; Economic Globalisation Invades Cultural Patterns; Global

Infrastructures-Needed For Cultural Globalisation; Globalisation of Culture and its Political Impact; Marx's Vision of Globalisation of Culture; Cultural Identity; Media and Cultural Identity; Audience; Types of Audiences; Mass Audience; Elite Opinion; Information Flow; Review-Questions.

Chapter 14, 15 & 16 tell about media Influence, effects of violence in the media, Persuasive communication and uses and gratification approach. Chapter 17 discusses about the agendas and the framing of public response which includes agenda setting, priming and framing,

Chapter 18 and 19 explains about Reception Analysis/Interpretative Approaches To Media Audience, Contemporary Issues In Media Studies. Media Violence; Minorities and Media; The Media Guidelines; Condition of Minority in India: 2009; Religious Violence; Media Ethics; Role of Media in Ethics; Public Service Broadcasting; Role of Public Service Broadcasting in India; Censorship in the Media etc.

In brief the present book is a comprehensive book on mass media as a subject and a very helpful and compulsory text for the students of mass media and communication. The book as per its content has a wide scope in mass communication, media, journalism and management institutions where students can be benefited with the fresh and contemporary text.

Reviewed by:

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