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Mass Media And Public Issues

By Gopal Bhargava

2011. Hardcover. Book Condition: New. 288 In contemporary society, the mass media serve as a powerful socialising agent. Viewers learn and internalise some of the values, beliefs and norms presented in media products. Of course, the more controversial discussions of media as a socialising agent usually involve media products that seem to challenge convention and authority. From a sociological perspective, the media play a crucial role in almost all aspects of daily life. However, their influence is not limited to what we know. This book elaboratively discuss the role and influence of mass media in society. It will be a valuable reference tool for all the concerned. About The Author:- Gopal Bhargava, a prolific writer and author of several books, is a senior official in Town and Country Planning Organization, Ministry of Urban Development, Government of India. First educated at Mayo College Ajmer, and a Post-graduate in Economics from Lucknow University, he is a regular contributor to leading newspapers and academic journals. So far, he has published a good number of papers and articles on various issues, concerning urban development, which is his forte. The Title 'Mass Media And Public Issues written by Gopal Bhargava' was published in the year 2011....



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