

Journalism And Mass Communication Colleges

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Journalism and Mass Communication

Online synergizing alternative media for empowering people in India Francis Arackal Thummy 2019-04-11 Essay from the year 2017 in the subject Communications - Multimedia, Internet, New Technologies, , language: English, abstract: This paper analyses three examples of alternative media in India. These are "The Citizen", "The Wire" and "News Laundry". The main task is to show the advantages and limitations of alternative media compared with mainstream media. Historically and conceptually the roots of media go back to the prophetic times and prophetic mission respectively. The prophetic times were a difficult period in the history of Israel. At that time the prophets were charged with a message to communicate. The prophetic role had a social dimension; it wasn't purely a personal religious experience. On the one hand the prophets belonged as a religious model in the king's entourage but on the other they did not refrain from castigating the ruler for their misdeeds often by pointed parables. They also performed their role as critics of the Israelite society. Prophetic castigation and criticism was to empower the ruler and the society and not to pull the ruler down and leave the society in tatters. Thus it was a very positive role. Historically and conceptually has the role of media been any different? Should the role of media today be any different? But the concern the world over regarding mainstream media today is its big fall from genuine and even limited expectations. The concern of failure of not living up to the expectations of media's role was there even in the age of the old media. Therefore the need for an alternative media was very much felt. This need was partly taken care of by Non-Governmental Organizations, their affiliates, and other cultural, religious, and social organizations. But there were limitations imposed by various factors such as scarcity of resources, state and government interferences and regulations. The post-truth nature of our world has influenced today's mainstream media very badly. Thankfully, the age of the internet has facilitated to some extent to overcome the drawbacks of the mainstream media and provide an alternative forum. The present contribution is focused on how the online has synergized an alternative media that might empower the people in terms of information gathering and information dissemination. For, today information is power.

Journalism and Communication in China and the West Bing Tong 2020-11-21 This book sheds new light on the study of journalism and communication, considering why and how journalism is studied in the 21st century. It notably offers both an international and interdisciplinary comparison of journalism and communication, examining the history of Chinese and Western journalism and addressing the similarities and differences between them. Focusing on the education and training of future journalists, it also provides a comprehensive study of news coverage systems in China and in Western countries, including the processing of news sources, attitudes towards news communication and comparative communication scholarship. Researchers of media and journalism will find this a key read, as well as practicing journalists and students of journalism.

Journalism at Historically Black Colleges and Universities Jerry Crawford II

A Plan for Eff.Y.bee's Brand Ambassador Program Brynn Davey 2014 "eff.Y.bee's target market is women in colleges that have the potential to be brand ambassadors. These women care about fashion and are active on social media. By successfully using this IMC plan, eff.Y.bee will increase sales on college campuses by 25% through expanding the brand ambassador program from 30 to 40 ambassadors"--Executive summary, p. 9.

The Manship School Ronald Garay 2009-01-15 In September 2005, just days after Hurricane Katrina devastated New Orleans, journalists from the Times-Picayune and WWL-TV asked for and received assistance from LSU's Manship School of Mass Communication. The staff of the Times-Picayune used the School's computer labs to publish an online edition of the paper within hours of their arrival and a print edition just five days after the storm. WWL-TV reporters set up shop in the School's television facility and were on the air a few hours later, telling Katrina's story. What happened at the Manship School during that September week affirmed the ascendancy of this illustrious program. From a single journalism course offered during the 1912--1913 session, the LSU Manship School of Mass Communication has a long, rich tradition of excellence. In The Manship School, Ronald Garay, a longtime faculty member and former associate dean, traces not only the story of the Manship School but its role in the evolution of media education in general. Hugh Mercer Blain, a professor in the English department at LSU in the early 1900s, created the first LSU journalism courses and curriculum with the support of then LSU president Thomas Boyd, making LSU one of the first universities to offer journalism education. Garay describes Blain's efforts to structure a fledgling journalism department and his success in gaining national recognition for what soon would become the LSU School of Journalism and later the Manship School of Mass Communication. Garay chronicles the subsequent building of full-fledged journalism units in liberal arts colleges; the addition of new fields such as broadcasting, advertising, public relations, and political communication; the creation of doctoral programs; and the emergence of serious research on the impact of media on society. Throughout, Garay introduces the students, faculty, directors, and alumni who played important roles in the school's history -- including pioneer political consultant Raymond Strother, former Associated Press head Wes Gallagher, and Reader's Digest chairman and former CEO Thomas Ryder -- and details the evolution of LSU's student media, particularly The Reveille, KLSU-FM, and Tiger-TV. The book also describes the Manship School's emergence as an independent college at LSU and Dean John Maxwell Hamilton's role in re-orienting the School's intellectual and professional mission, raising the School's stature and visibility nationally, and incorporating state-of-the-art technology in classrooms and labs. The Manship School provides a valuable and comprehensive record of one of LSU's most distinguished units. *Mass Communications and Media Studies* Peyton Paxson 2018-05-17 Mass Communications and Media Studies: An Introduction, 2nd edition is a comprehensive yet concise survey of the history of mass communication media, discussing the current state of each medium, and anticipating the future of mass media. Divided into twelve chapters, it can be used in either 16-week semesters or 12-week terms. Retaining the successful organization of the 1st edition, Peyton Paxson writes in an accessible and well-organized manner, catering to both the needs of students and instructors. He begins each chapter with a list of the current issues and trends concerning the chapter's topic, followed by a brief history of that topic, its current state, predictions for the future, an assessment of career opportunities, and discussion questions for critical thinking. More than just updating statistical data, the 2nd edition weaves in discussions of relevant contemporary issues, including crowdsourcing, going 'viral', interactive advertising, tv industry consolidation, 'the internet of things', conflicting ideas of net neutrality and their continuing implications in a more-connected world.

Media Education Assessment Handbook William G. Christ 2020-07-25 Assessing media education is a formidable task because both assessment and media education are complex and controversial concepts. Assessment, which can take place at the individual student, class, sequence, program, department or unit, and university levels, is questioned in terms of reliability, validity, relevance, and cost. Media education, which has been challenged at a number of schools, finds faculty and administrators in the midst of soul-searching about how to clearly articulate its missions and purposes to a broader audience. Departments are under increasing national, state, and institutional pressure to get assessment procedures carried out quickly, but there is an obvious danger in rushing to implement assessment strategies before establishing what is essential in media education. In communication education in general, the "what" of assessment is often discussed in terms of skills, attitudes, affect, values, and knowledge. People assess students to determine what they know, think, feel, value, and can do. Here it is suggested that one of the places to start defining what students should learn from their media education is by identifying outcomes. Outcomes can be assessed in a variety of ways, but first they need to be developed and clearly articulated.

Journalism in the United States Edd Applegate 2011-05-19 "Print and broadcast journalism in the United States have changed in recent years as a result of millions of people using the Internet and social media for obtaining some or most of the information they desire." So notes professor of journalism Edd Applegate, who, after surveying the decline in circulation and advertising revenues of newspapers and broadcast and radio news stations and the rise of cable news and website journalism, outlines in Journalism in the United States: Concepts and Issues the effect of this sea of change on key matters in journalism today. In this work, Applegate updates readers on the current conditions of the print and broadcast industries with chapters on a variety of topics, from theories of the press to the structure of the print and broadcast industries, from the role of advertising and public relations to the role of the changing view of the press' views of and commitments to objectivity and "news balance." Throughout, Applegate obliges readers to wrestle with how the change in medium, from print or broadcast to Web, is not the main culprit in how the news has changed. Instead, he illustrates how many of the core issues remain unchanged and what is needed is a more complex analysis of core concepts and issues and how these have been affected-from freedom of the press to the treatment of minorities-by the evolution of news as a business and the education of journalists today for that business. With a selected bibliography and an index to assist the reader, this book is a wonderful text for upper-level undergraduates, graduates, and college faculty with journalism or mass communications courses, as well as for academic libraries.

Handbook of Research on Media Literacy in Higher Education Environments Cabbage, Jayne 2018-05-11 Media is rapidly evolving, from social media to news channels, individuals are being bombarded with headlines, new technologies, and varying opinions. Teaching the next generation of communication professionals how to interact with varying forms of media is paramount as they will be the future distributors of news and information. The Handbook of Research on Media Literacy in Higher Education Environments provides emerging research on the role of journalism and mass communication education in the digital era. While highlighting topics such as community media labs, political cognition, and public engagement, this publication explores the impact of globalization and a changing and diversified world within the realm of higher education. This publication is an important resource for educators, academicians, professionals, and researchers seeking current research on applications and strategies in promoting media and digital studies in higher education.

Women in Mass Communication Pamela J. Creedon 2007 The Third Edition of Women in Mass Communication provides a new generation of students with an insightful examination of women in the journalism and mass communication professions. In this seminal volume, editors Pamela Creedon and Judith Cramer offer ideas and directions for improving the status of women—and men— working in the field.

Resources in Education 1998

Hollywood Shutdown Kate Fortmueller 2021-07-20 By March 2020, the spread of COVID-19 had reached pandemic proportions, forcing widespread shutdowns across industries, including Hollywood. Studios, networks, production companies, and the thousands of workers who make film and television possible were forced to adjust their time-honored business and labor practices. In this book, Kate Fortmueller asks what happened when the coronavirus closed Hollywood. Hollywood Shutdown examines how the COVID-19 pandemic affected film and television production, influenced trends in distribution, reshaped theatrical exhibition, and altered labor practices. From January movie theater closures in China to the bumpy September release of Mulan on the Disney+ streaming platform, Fortmueller probes various choices made by studios, networks, unions and guilds, distributors, and exhibitors during the evolving crisis. In seeking to explain what happened in the first nine months of 2020, this book also considers how the pandemic will transform Hollywood practices in the twenty-first century.

Journalism Education, Training and Employment Bob Franklin 2010-12-14 During this period of rapid and significant change in journalistic practices, journalism educators are re-examining their own profession and contributing to the invention of new models and practices. This edited volume of studies by respected international scholars describes the diverse issues journalism educators are grappling with and the changes they are making in purpose and practice. The book is organized into three sections -- education, training and employment -- that explore common themes: How the assumptions embedded in journalism education are being examined and revised in the light of transformative changes in communication; How the definitions of journalism and journalists are broadening in scope and what this means for educators; How newsrooms and training programs around the world are being re-examined and made more effective. An introductory essay and section summaries provide context for the thirteen chapters that constitute the collection. The section on journalism education explores fundamental ways educators are seeking to make their institutions and practices stronger and more responsive. The section on training includes case studies of journalism training programs in sub-Saharan Africa, Turkey, Sweden and the U.S. The final section examines the job prospects and employment market for journalism students with data from the U.S., U.K, Australia, and Sweden. The scope of issues considered in the book makes it a valuable resource for journalism scholars from around the world, as well as doctoral students, journalism and communication administrators in universities, organizations that fund journalism training programs, and practitioners interested in understanding employment and education trends.

Applied Mass Communication Theory Jack Rosenberry 2017-05-18 Applied Mass Communication Theory: A Guide for Media Practitioners, Second Edition bridges a review of theory to the contemporary work of media professionals. The text provides a framework for constructing an undergraduate research project. It also presents vital chronological information on the progression of theory in mass communication, including a model that integrates mass communication theories and shows how they relate to one another. It concludes with information on media law, ethics, economics, and mass media careers, establishing a critical framework for students as they leave college and begin their first jobs. This Second Edition discusses mass communication theory and its applications in both traditional print and broadcast applications. By exploring advertising and public relations in this new digital multi-media environment, this text remains relevant, and in fact necessary, for students in the field.

Mass Communication in India, Fifth Edition Keval J. Kumar 2020-12-10 Third Completely Revised and Updated EditionMass Communication in India is a result of the author's in-depth study and understanding of the media. The book deals with a general introduction to Communication Theory, Advertising, Television, Effects of Media and Development. In short, the book is designed to give the student of Mass Communication a general and comprehensive view of the modern and traditional media in India. It meets the objective of being a text book as well as a book that gives an overview of mass communication in India.

Leadership in Times of Change William G. Christ 1998-10-01 This book addresses many of the issues facing new and seasoned communication and media administrators. Though there are business-oriented management and leadership books, there is no handbook--to the editor's knowledge--that emphasizes academic administration. This book fills an important gap in the literature by providing--in one place--interesting, important, and useful information that will help administrators by anticipating problems and suggesting strategies for the variety of challenges they face. This scholarly, anecdotal, useful, and very readable volume is conceived as an action handbook that contains philosophical, theoretical, and practical information. It is divided into three sections: background material, programmatic challenges facing administrators, and specific challenges facing administrators. It contains information that both the seasoned administrator and those faculty who are thinking about moving into administration will find useful. Although aimed at the communication and media disciplines, administrators in other fields will also find it valuable. In addition, deans and vice presidents outside the discipline who are responsible for communication and media programs will view the book a "must" read.

The Forthcoming Shortage of Communications Ph.D.s Melvin Lawrence DeFleur 1993

Introduction to Journalism and Mass Communication Finlay Webb 2018-11-20 Mass communication is an inter-disciplined domain. It can't understand as stand alone subject, because it deals with society and culture at one hand and technology at the other. Thus this book was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. In recent times mass media has grown as a widespread industry which is working all over the world. Here in this book it is the sincere effort of the author to put the matter and facts, myths and realities all in a lucid manner. This book is designed keeping in view the average reader and beginners as well. This book will quench the thirst of knowledge in this field and it is the sincere hope of the author. If it proves to be of little value to the readers, all efforts and hardships of the author will amply be awarded. This book is created for the needs of students relating to the area of journalism and mass communication. As social contexts and milieus undergo changes and get increasingly complex, journalism too undergoes transformations, and gets ever more crucial to the running of a society. In such a scenario, it becomes imperative that one considers the import journalism carries, and how the issues and problems in it are central to how we perceive the world. *Whither the Black Press?* Clint C. Wilson II 2021-01-25 Those who have wondered whatever "happened" to the Black press will find answers in this informative and entertaining book that addresses the various issues that contributed to the decline of African American newspapers and examines whether new media platforms of the 21st century can fill the void. Written by a recognized Black press scholar and professional journalist, the book explores the historic development of African American newspapers from their African roots to the founding of their first weekly journal and into the glory years as the communication foundation for the Civil Rights Movement. In the process the author reveals little known facts about the ways in which the Black press wove itself into the fabric of American culture among the White and Black populations. Along the way this easy-to-read volume brings to life interesting historical facts including: -- The early development of literary and publishing endeavors among Black people in colonial America and what Thomas Jefferson wrote about them. -- The ironic consequences that visited

White publications following the U.S. Supreme Court's racial segregation decision in Plessy vs. Ferguson. -- The roles played by aviation pioneers Wilbur and Orville Wright in the launch of a Black newspaper published by Paul Laurence Dunbar. -- How the Black press reacted to the controversial success of the Amos 'N' Andy radio show in the 1930s. -- Why the Black press found itself at a disadvantage in reporting the Civil Rights Movement for which it had been largely responsible. -- What factors led to the strained relationship between the Black press and African American journalists who work for White-owned news organizations. Whither the Black Press? is a well written, interpretive historical account of African American newspapers and their struggle for survival against the backdrop of hegemonic White political, social and economic forces. It brings perspective and understanding of how a venerable African American institution journeyed through a glorious past into an uncertain future.

Mass Communication Education Michael D. Murray 2003-04-21 Mass Communication Education presents a definitive national overview of how mass communication and journalism are currently being taught in colleges and universities across America. Editors Murray and Moore and distinguished contributors offer comparative views on course content in various areas of mass media. This insightful book presents the design of courses and strategies employed, discusses what different instructors do with the same course, emphasizes new technology, and includes essays on the impact of well-known senior mentors in the field. With its emphasis on Internet and web-based material, this one-of-a-kind reference highlights important inroads and directions in each specialty. Whether they are developing new courses or reviving existing programs, instructors and administrators alike will find Mass Communication Education to be an invaluable, state-of-the-art resource

The Use of Video in Marketing Colleges Meg Hunter-Naylor 1990

The Media of Mass Communication John Vivian 2002-06 Appropriate for Introduction to Mass Communication and Media and Society courses found in Journalism, Film Studies, Communication, Sociology, Canadian Studies and English departments at both universities and colleges. A leader in the Canadian mass communication market, The Media of Mass Communication, 3CE builds on the success of its previous two editions. This text has been extensively revised to incorporate the numerous changes reflected in the world of mass communications and includes a brand new chapter on globalization titled The Global Mass Media (Chapter 14). The text offers a new interior design, new pedagogical aids, updated and increased Canadian content, and a robust companion website.

Journalism and Mass Communication 2020 Arihant Experts 2019-06-30 Mass Communication is the process of exchanging information through the large segments of the people, in other words it is the mode of imparting and exchanging the information to the wide range of people. It is one of the most creative carriers which attract lot of young minds these days. Mass Communication and Journalism mostly covers 3 areas i.e. Advertisements, Media and Public Relations. The revised edition of 'The Ultimate Guide for Journalism & Mass Communication" has been comprehensively designed that covers the syllabi of almost all the Mass Media Institutions/ Universities. The book is divided into 4 sections and each section is further divided into chapters with complete theory that has been synchronized with the syllabus. This book provides Section wise Practice i.e. each section is carried with 2 Section Tests in order to clear all the queries regarding the subjects simultaneously. In order to make candidates acquainted with latest pattern of the examination ample amount of MCQs have been provided in the book moreover, for complete practice Previous Years' Solved Papers [2019-2015] and 3 Practice Sets have been provided in this book. Each question provided in the book is well explained in a lucid language which makes candidates to memorize the concepts easily and quickly. This book is highly useful for Bachelor of Journalism in GGSIPU and other (IIMC, MICA) prestigious Universities Entrance Examination. Thorough preparation done from this book will ensure the selection of the candidates in a good colleges TABLE OF CONTENT Solved Paper 2019 – 2015, Mass Communication/Media Aptitude, General Awareness, English Language/Comprehension, Reasoning & Logical Deduction, Crack Sets (1-3), Answers to Section Tests & Crack Sets.

Virtually Absent Keonte C. Coleman 2018 "Journalism and mass communication (JMC) administrators lead unique academic programs because many of their graduates will have a direct impact on the way countless members of society view themselves and their neighbors. This study's purposes are to add to the limited body of research focused on JMC administrators, and to contextualize the experiences of JMC administrators of color through a higher education administration conceptual framework. A repository of JMC program leaders does not currently exist, so a list of the top administrators at 101 JMC colleges and schools in the United States was compiled via a virtual census of the programs' websites. These programs were selected because, unlike smaller JMC programs, their websites consistently included photographs and biographies of their top administrators. This virtual census of the programs spurred a mixed methods study on the leaders who oversee some of the preeminent JMC programs in the country. The quantitative portion consisted of a 38-question Quatrics survey that was emailed to 113 current (n=102) and recent (n=11) JMC deans/directors. Current JMC administrators (n=31) completed the survey, and their responses illuminate qualities needed to successfully lead their programs, and factors that impact their willingness to lead. Descriptive data gleaned from cross-tabulation tables and demographic responses paint a picture not seen in previous JMC administrator studies. There were 24 current (n=19) and immediate past (n=5) JMC deans/directors of color emailed to participate in the qualitative portion of the study. The self-identified JMC leaders of color (n=4) contextualized their experiences utilizing pseudonyms in an online discussion board. Two coders independently conducted qualitative coding utilizing thematic analysis, which revealed three main themes: leading with a purpose, value in differences, and enduring hardships. "Some people might underestimate how well-versed administrators of color are in many topics, challenges, realms. We have to be. We don't get where we are just because of color -- often, in spite of it." This is just one example of the information shared on the discussion board by one of the leaders of color who, like the other respondents, seemed to bring a higher purpose to leading their organization. This study holds implications for better understanding the JMC program deans/directors within the context of higher education, and provides insight into the value leaders of color bring to JMC programs."--Abstract from author supplied metadata.

Print Media and Broadcast Journalism Cameron Keith 2018-06-29 Broadcast Journalism is increasingly attracting young men and women who take up the subject for intensive study in schools of journalism in the universities and in institutions of mass communication. In fact media are concerned with various forms into which the message is placed, written and oral, as used for transmitting messages. This book presents a vivid account of the art of mass media and journalism. Certainly this will prove an ideal handbook for learners, aspirants and working journalists. Modern mass media & journalism has reached the state of electronic age. All latest developments are categorically described in this book. Today, media-related programmers, departments, schools, and colleges go by such names as journalism, journalism and mass communication, mass media, media studies, communications, communication and mass media, and a variety of other names. The book is written in a simple style and makes it easy for both the fresh entrant and the practitioner of the craft to understand what the author propounds. It covers all aspects of newswriting for the broadcast media and emphasises the need to understand the point of the audience.

Social Media as a Tool of Political Communication Francis Arackal Thummy 2020-02-03 Essay from the year 2015 in the subject Communications - Media and Politics, Political Communications, grade: NA, , language: English, abstract: Since the US elections in 2008 the close connection between Social Media and political communication has been brought to the fore. The effective role that Social Media has been made to play once again in the 2012 US elections and its conscious or unconscious replication in the 2014 Indian elections reaffirmed its significance in contemporary political communication. Scholars have confirmed that political candidates are increasingly turning to Social Network Sites (SNS) to persuade voters and that these sites have become prominent sources of political information. Political Communication as a field of study has been about the role of communication in the political process. This paper would like to focus entirely on Social Media as a tool in the political process. Political communication has its beginnings during and between the World Wars. There are various types of political communication and political media. Among the political media the Social Media seems to be the most widely used in contemporary political process. The three main elements of political communication are: ideology, propaganda and persuasion. The deployment of Social Media in putting forth one's or party's ideology, propagating one's or party's agenda, and persuading the voter is widespread as never before. Many scholars including Walter Lippmann doubted the efficacy of media in public enlightenment that democracy requires. For, they thought that media cannot tell the truth objectively. Harold Lasswell too took note of the tendency of media propaganda to dupe and degrade the voters. His work expressed the fear of propaganda. This view was partly based on the direct effects theories of media. Similar fear about the Social Media is lurking in the minds of many today. To camouflage such fear political spin doctors might employ political Public Relations. Political spin doctors are press agents or publicists employed to promote favourable interpretations to journalists. They also weave reports of factual events into palatable stories. The case for political public relations is that it enables paternalism, pluralism, and pragmatism. But there is also a case against it in that it leads to news management and spin, corporatism in politics, and 'enlightened self-interest'. The increasing availability of internet even in remote parts of the world has made Social Media a virtual public sphere enabling e-democracy.

Global Communication Yahya R. Kamalipour 2019-07-05 Global Communication: A Multicultural Perspective, Third Edition is intended to explore, inform, and incite discussions about globalization and global communication. With chapters by some of the foremost global communication scholars, this book covers essential concepts of international communication and contemporary and emerging topics. *Communication for Development and Social Change* Jan Servaes 2008-01-09 This volume is first and foremost about people and the processes needed to facilitate sharing of knowledge in order to effect positive developmental change. It is contextual and based on dialogue necessary to promote stakeholder's participation, which is essential for the understanding of their perceptions, perspectives, values, attitudes and practices, so that these can be incorporated into the design and implementation of development initiatives. This volume follows the two-way horizontal model and increasingly makes use of many-to-many forms of communications to facilitate the understanding of people's perceptions, priorities and knowledge with its use of a number of tools, techniques, media and methods. It aims to give voice to those most affected by the development issue(s) at stake, allowing them to participate directly in defining and implementing solutions and identifying development directions. Based on the assumption that authentic participation directly addresses power and its distribution in society, which often decreases the advantage of certain elite groups, the authors argue that structural and sustainable change necessitates the redistribution of power. This collection offers perceptive insights and vivid examples to prove that the field of communication for development and social change is indeed vibrant.

Women in Mass Communication Pamela J. Creedon 1989-08 Women in Mass Communication focuses on what may be the single most important issue for professionals in the area of mass communication in the next few decades -- the increasing feminist presence and proliferating feminist perspectives within the field. The volume begins with a look at the study and teaching of mass communication, including such topics as a feminist perspective on media law, gender in a global context, women of colour in communication, and the effect of women communication teachers on their students. Contributors call for significant changes in the way we think of mass communication and represent pioneering efforts to extend feminist theory in the area. The second section examines the status of women in television, ad

Public Relations Sequences and Courses in U.S. Colleges and Universities, 1979 1979

Women in Mass Communication Pamela J. Creedon 1993-10-19 The significance of feminist contributions to the field of mass communication is more important now than ever before. In its second edition, Women in Mass Communication has been greatly expanded and updated to cover the most urgent issues of today. New to this edition are chapters on the professional perspective of a network news station, the climate for women in higher education, the construction of gender in textbooks, and the status of research on visual images of women in the media. Chapters on gender, color, culture, career outlook, advertising, media law, and curriculum reform have been extensively expanded and updated. With a particular emphasis on race and culture, leading scholars in the field provide compelling analyses on the ways in which feminist theory and feminist perspectives have been incorporated into mass communication. The most comprehensive text on women and mass communication, Women in Mass Communication, Second Edition is required reading for all mass communication scholars, professionals, and students. Also, this landmark volume provides excellent insights for anyone interested in women's roles and progress in mass communication.

Media Studies in Education Unesco 1977

The concept of beauty in the media Francis Arackal Thummy 2020-01-28 Academic Paper from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: The work examines the concept of beauty and unrealistic body image and beauty standards propagated by the media. The Body has been traditionally understood as a gift. Generally a gift is given and accepted and not demanded. The dissatisfaction about the body-gift is partly caused by the images that are being bombarded through various media. As a result ideals of body shapes are formed both in men and women, nowadays from a very early age. Children in many countries (more so in developed ones) consume media for three to four hours daily on average. The perfect body image standards set by the media are almost impossible to live up to. This can cause low self-esteem and can lead to psychological disorders such as depression. Contemporary media's presentation of the body, especially in advertisements, almost amounts to "organs without body". However, some individuals and organizations have come forward to counter the unrealistic body image and beauty standards propagated by the media. Ultimately, one must develop a positive body image.

Mass Mediated History, Media and the Rise of Nationalism and Xenophobia Francis Arackal Thummy 2020-02-03 Academic Paper from the year 2020 in the subject Communications - Media History, grade: NA, , language: English, abstract: A journalist is basically a chronicler of events as they unfold. In the process he/she makes the first draft of history, which history may come to the use of a professional historian to record the events objectively and bequeath to the future generations. New technologies have made journalist's task easy but the rise of media empires and the subsequent formation of culture industries have made his/her job complex at the same time. Since media empires or cultural industries are primarily driven by profit motive and a desire to set the agenda – economic, political, social, cultural, etc. - journalists come under increasing pressures to compromise objectivity and truth. Accordingly at times the mediated history that is produced in the newsroom is a distorted version of reality out there. This is especially so in times of conflict and war. Some media critics goes on to the extent of saying that media is also a maker of war. Media assumes the self-appointed role of actors or agents in the events and processes which they purport only to be reporting. To that extent the media themselves have had an impact on the course of historical events, and been a significant ingredient in their development. This becomes evident when one considers carefully the major historical events of the twentieth and early twenty-first century.

Journalism & Mass Communication Directory 2004

MASS COMMUNICATION PRABHU TL The process of developing, transmitting, receiving, and evaluating messages to large audiences via vocal and written media is known as mass communication (or communications). It's a broad field that takes into account not just how and why a message is developed, but also how and why it's delivered. Print, digital media and the Internet, social media, radio, and television are all examples of these mediums. Strategic communication, health communication, political communication, integrated marketing communications, journalism, and other related professions are all part of mass communication. There are various bachelor's and master's in mass communication programmes provided by colleges and universities throughout the world for students interested in working in the area or studying it as an academic field. Professionals in mass communication employ their understanding of rhetorical principles and strategic media tactics to create, distribute, and evaluate effective communications aimed at broad audiences. Mass communication strategies are used on a daily basis by public relations specialists, journalists, broadcast professionals, advertisers and marketers, content writers, graphic designers and illustrators, public health educators, corporate media managers, and other media professionals to craft and launch strategic communication plans – from broadcast news to online marketing campaigns and public health announcements – across nearly every industry. The variety of mass media formats and communication methods provides for profession choices that is both creative and flexible. Marketing and advertising, entertainment, healthcare, journalism, public relations, non-profit and government, communications consultancy, broadcast media, financial services, and foreign services are just a few of the fields where people with a degree in the discipline can work. Media and mass communication is a research subject within academia as well as an effective field of applied professional practise. Scholars in the discipline examine and research topics such as how media is utilised and the impact it has; the processes that go into producing media; regulatory, ethical, and legal issues in mass communication; mass media theory; and associated cultural and gender issues. Researchers could look into the long-term effects of how news outlets cover violent and tragic events, or how advances in information technology

and emerging media are changing interpersonal communication and relationships. They could also look into the connection between social media and political voting trends, as well as the significance of social and mass media platforms in political and social justice activism. A bachelor's degree in mass communication can provide important foundational training to step into a role within one or more of these areas for current and prospective undergraduate students who know they want to work in large-scale media development, whether in journalism, marketing, public relations, or political and/or social justice communication. Core courses in mass communication theory and history, mass media writing, editing and publishing for mass audiences, and media law and ethics are common in bachelor's degree programmes in mass communication, as are electives in specific areas of mass communication, such as writing and research for journalists, public relations writing, digital advertising, video production, television broadcasting, and documentary production.

Media and Its Audience. Beneficiary or Victim? Francis Arackal Thummy 2019-04-25 Essay from the year 2017 in the subject Communications - Mass Media, grade: NA, , course: Media, Journalism, Mass Communication, language: English, abstract: The essay will first of all attempt to answer the question: "What is audience?" Next, it will probe in to the origin of the word "audience" and the gradually evolved uses of it and will go on to describe the various conceptions of audience. The essay also looks at media's conception of audience. Measurement of audience is another important point that will be considered and then the question is posed: "Is audience research important?" It is also important to discuss the power of the audiences and the future of the audience concept. Contemporary media scene is one of convergence mainly technological and corporate. Audience studies have always faced certain fluidity due to the dynamic nature of audience itself. This is more pronounced in the age of media convergence. All the same the paper will make an attempt to understand the phenomenon of audience - meaning, origin, and nature. Conceptions of audience are multiple. Contemporary audience phenomenon is characterized by massification. Massification has led to commodification conveniencing media houses and advertising firms to measure it, which in turn helps to rate various programmes, especially on broadcast media. Of course, the power of the mass audience cannot be underestimated especially with the emergence of New Media, through social networking sites. Surely, audience fragmentation and polarization is an unavoidable fact arising from the contemporary mushrooming of media outlets. This poses numerous difficulties in the area of audience research - researching for audience and for commercial interests. The commercial research and audience measurement turns audience in to a market.

A Study of Newspaper Feature Writing Courses at Colleges and Universities with News-editorial Sequences Accredited by the Accrediting Council in Journalism and Mass Communication Sally Walters 1983

Old versus New Rules of Marketing Francis Arackal Thummy 2019-04-10 Essay from the year 2018 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: NA, ,

language: English, abstract: In this short paper an attempt will be made to present the old and new scenarios of marketing. This paper focuses on the old versus new rules of marketing. The separator of old and new rules of marketing is the web. Prior to the arrival of the web, marketing organizations had only two significant options for attracting attention of clients: Buy expensive advertising or get endorsement, mainly through advertorials, from the media. But the web has changed the rules. Organizations that understand the new rules of marketing develop relationships directly with consumers. In this scenario advertising today is a money pit of wasted resources. The web has opened a tremendous opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budget advertising costs. With old rules of marketing it simply meant advertising and branding; advertising needed to appeal to the masses; advertising relied on interrupting (for instance a TV show) to gain people's attention to a product; it was one way, company to consumer; creativity was deemed the most important component of advertising; it was more important for the ad agency to win advertising awards than for the client to win new customers. None of this is true anymore; the web has transformed the rules; this paper would like to argue that a company must transform its marketing to make the most of the web-enabled marketplace of ideas. Old style Advertising and Public Relations firms' role may have diminished drastically but their role is not extinguished. In the cyber age these have gone online. The wise thing for companies to do is to combine both the old and new ways of marketing, the emphasis perhaps being on the new. Online has provided companies the best opportunity ever to expand into global markets. Marketing has become borderless. This is a paper presented at an international conference.

Broadcast News Writing, Reporting, and Producing Frank Barnas 2017-07-06 Broadcast News Writing, Reporting, and Producing, 7th Edition is the leading book covering all aspects of writing and reporting the news. It identifies the key concepts and terms readers need to know in the news gathering and dissemination process, and provides practical, real-world advice for operating in the modern day newsroom. New to the seventh Edition are profiles of working journalists who give readers a glimpse into the working life of modern reporters, producers, and directors. This new edition also covers important aspects of the use of social media, drone journalism, and digital technology. A new chapter on portfolio development will assist readers in developing the skills to advance in their careers. The text has also been updated to reflect new industry standards in modes of information gathering and delivery, writing style, and technology. Additional features include: Key words at the start of every chapter, identifying important terms and definitions; End of chapter summaries, which allows readers to review the chapter's main points; "Text Your Knowledge", which helps readers quiz themselves on important concepts; Chapter-by-chapter exercises, which readers can apply to a chapter's themes; A companion website featuring video tutorials of necessary skills for journalists, including how to arrange lighting structures, how to hold a microphone, and how to properly conduct an interview.