



DOWNLOAD



Internet As A Media

By Dr. Sudeepa Banerjee

2014. Hardcover. Condition: New. 296 Internet is a technology that can be used for various purposes. It can be used as a medium for providing knowledge, information, entertainment, communication and a range of services in the areas of health, agriculture and governance. Internet technology has opened new avenues to reduce disparities in the distribution and access of these facilities and services. Thus its adoption and utilization is relevant for India. This book seeks to investigate the impact, acceptability, effectiveness and usage of Internet technology in India where it has served as a medium of news, or is used in health care services, agriculture and rural development, and governance. About The Author:- Sudeepa Banerjee is an Associate Professor at Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata. She is also a Visiting Faculty at the Department of Journalism and Mass Communication, Calcutta University. She has to her credit a good number of research papers published in national and international journals of repute. Dr. Banerjee has also presented papers in several national and international seminars and conferences. Her research interests include integrated marketing communications, mass media in general and social media in particular, and application of information technology in rural/social marketing....



READ ONLINE
[5.23 MB]

Reviews

Merely no words to spell out. It is amongst the most awesome publication i have read. Your life span will likely be transform as soon as you full reading this book.

-- **Marvin Okuneva**

Completely among the best publication I have got at any time go through. I have got go through and so i am confident that i will likely to read again once more down the road. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Zachery Mertz**

Other Books



Social Media Rules of Engagement: Why Your Online Narrative Is the Best Weapon During a Crisis (Paperback)

John Wiley Sons Australia Ltd, Australia, 2015. Paperback. Condition: New. Language: English . Brand New Book. Avoid becoming a #PRFail with a solid social media strategy Social Media Rules of Engagement guides you in the development of a bullet-proof social media strategy....



2013 Edition 6. building economic construction and design business management (8th Edition)(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-11-01 Pages: 202 Publisher: China Building Industry Press Information title: 2013 Edition 6. building economic construction and design business...



Global Marketing: A Decision-Oriented Approach, 4Th Edition (New Edition)

Pearson Education. Condition: New. 8131728145 This is an International Edition. Brand New, Paperback, Delivery within 6-14 business days, Similar Contents as U.S Edition, printed in Black & White. Choose Expedited shipping for delivery within 3-8 business days. We do not ship to...



Standard Catalog of World Coins 1901 - 2000, 2010

F and W Media Inc, 2009. HRD. Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



Standard Catalog of World Coins 1901-2000, 2009

F and W Media Inc, 2008. HRD. Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



Built to Last: Successful Habits of Visionary Companies (Hardback or Cased Book)

HarperBusiness 11/1/2004, 2004. Hardback or Cased Book. Condition: New. Built to Last: Successful Habits of Visionary Companies. Book.