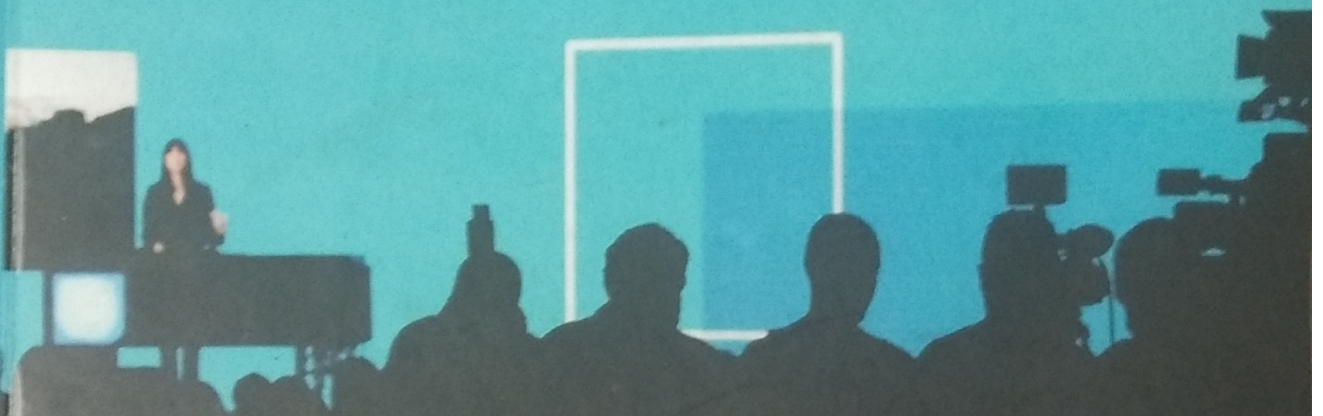


# **MEDIA AND POLITICS**

The Global Spectrum



**PARTHA SARKAR**

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The Global Spectrum

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**Pratishthaa Publishing House**

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House Number 3/470, Sector H, Jankipuram, Lucknow-226021

[www.pratishthaa.com](http://www.pratishthaa.com)

(A Unit of Pratishthaa Club Ventures LLP)

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E-ISBN: 978-93-87849-23-5

Price: INR 1200

(First Edition, 2018)

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Printed in India

by

**Pratishthaa Club Ventures LLP**



## BOOK:

Media plays an effective role in helping the democracy to function in its true spirit. Thus, with an objective to dissect the different dimensions and roles of mass media in the context of emerging trends driven by new technology and politico-economic under-currents, a two-day international seminar on 'Media and Politics' was organized on 6th and 7th Dec, 2017 in the Department of Mass Communication, Assam University Silchar. The book emerges from the brainstorming sessions of this seminar, which were divided into four parts, namely, inauguration, presentation, interaction and valediction. The paper presenters sought to provide a critical assessment of the past and present usage of media in terms of politics and offering an alternative perspective along with clear, effective and applicable definition of the role of media in politics. The book entitled "Media and Politics: The Global Spectrum" is a collection of papers presented at the international seminar and will be of interest to faculty, students and researchers in the field of media and allied discipline.

## EDITOR:



Dr Partha Sarkar (b 1975) is presently working as an Assistant Professor in the Department of Mass Communication, Assam University since 2006. Prior to his stint in the Department Mass communication, Assam University, he has worked in some well known advertising agencies in Delhi as an Account Executive. Dr Sarkar got his PhD in Mass communication in the year 2006 from Assam University and qualified UGC NET in 2005. His areas of interest are Advertising, Visual Communication and Media Research. He is also a regular columnist in The Assam Tribune. Dr Sarkar was awarded a Minor Research Project by the UGC in the year 2011 and presently he has registered for the D. Litt (Mass Communication) in Assam University. As a seasoned teacher and researcher, five PhDs and one M.Phil degree has been awarded under his supervision. As a prolific writer, he has also published three books: "THE PRESS IN INDIA", "ADVERTISING: THEORY AND PRACTICE" and "SOCIAL MEDIA AS MASS MEDIA" and published number of research papers in National and International journals.



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