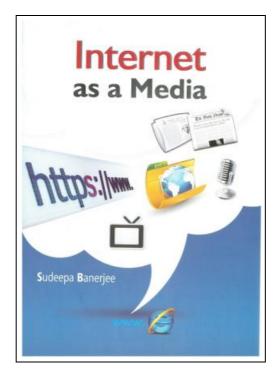
## Internet As A Media



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#### **INTERNET AS A MEDIA**



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. The Title 'Internet As A Media written/authored/edited by Dr. Sudeepa Banerjee', published in the year 2014. The ISBN 9788178359687 is assigned to the Hardcover version of this title. This book has total of pp. 296 (Pages). The publisher of this title is Kalpaz Publications. This Book is in English. The subject of this book is Information Technology / Mass Communication / Journalism. Language: English.



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