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The Jakarta Post Stylebook /
The Jakarta Post, Jakarta, Indonesia 2019
vi, 218p. ; 24,5x18,5cm.
9789798519154
\$ 40.00 / null
400 gm.

<https://www.marymartin.com/web?pid=652759>

All India Radio Sustaining Through Innovations / Pulugurta Chandra Sekhar
B.R. Publishing Corporation (India) Ltd., Delhi 2019
viii, 294p.; 24 cm.
Includes Index.
9789388789103
\$ 46.25 / HB
720 gm.

Media Innovations is an emerging subject in the field of communications. In Communications field, India's Public Service Broadcaster All India Radio (AIR) continues to be the beacon light in Babel of the competing media world, and is becoming vibrant day by day. AIR became a dynamic entity and it has grown into a large network of broadcasts from a humble beginning and it meets requirements of the sub-continent with cultural, ethnic and economic multiplicities.

<https://www.marymartin.com/web?pid=642807>

Social Networking Sites in an University Environment / Anand Y. Kenchakkanavar
B.R. Publishing Corporation (India) Ltd., Delhi 2019
xviii, 152p.; 24 cm.
Includes Bibliography.
9789388789028
\$ 25.00 / HB
520 gm.

The present book deals with the use of Social Networking Sites by the research scholars of universities in Karnataka state, INDIA. The main objective of any SNS is to connect people, share information and communication. SNSs like Facebook, Twitter, YouTube etc. are used to achieve these. Recently, the Academic Social Networking Sites (ASNSs) have been launched to help the research and academic community.

<https://www.marymartin.com/web?pid=642808>

Adventure Comics and Youth Cultures in India / Raminder Kaur and Saif Eqbal
Routledge, London / Manohar, New Delhi 2019
xiv ; 225 p.; 22 cm.
Includes Index.

9780367184919

\$ 25.00 / HB

490 gm.

This pioneering book presents a history and ethnography of adventure comic books for young people in India with a particular focus on vernacular superheroism. It chronicles popular and youth culture in the subcontinent from the mid-twentieth century to the contemporary era dominated by creative audio-video-digital outlets.

The authors highlight early precedents in adventures set by the avuncular detective Chacha Chaudhary with his 'faster than a computer brain', the forays of the film veteran Amitabh Bachchan's superheroic alter ego called Supremo, the Protectors of Earth and Mankind (P.O.E.M.), along with the exploits of key comic book characters, such as Nagraj, Super Commando Dhruv, Parmanu, Doga, Shakti and Chandika. The book considers how pulp literature, western comics, television programmes, technological developments and major space ventures sparked a thirst for extraterrestrial action and how these laid the grounds for vernacular ventures in the Indian superhero comics genre. It contains descriptions, textual and contextual analyses, excerpts of interviews with comic book creators, producers, retailers and distributors, together with the views, dreams and fantasies of young readers of adventure comics. These narratives touch upon special powers, super-intelligence, phenomenal technologies, justice, vengeance, geopolitics, romance, sex and the amazing potentials of masked identities enabled by navigation of the internet.

<https://www.marymartin.com/web?pid=463865>

Media and the Global South: Narrative Territorialities, Cross-Cultural Currents / Mehita Iqani, Fernando Resende

Routledge, London / Manohar, New Delhi 2019

xvii;207p.; 22 cm.

Includes Index.

9780367376642

\$ 25.00 / HB

490 gm.

<https://www.marymartin.com/web?pid=649226>

The Trp Trick: How television in India was Hijacked / N Bhaskara Rao

Vitasta Publishing Pvt.Ltd, New Delhi 2019

Xxii, 258p.; 22cm.

9789386473417

\$ 17.50 / HB

450 gm.

In 1998, Justice Ranganath Misra, then the Chief Justice of India, observed that we must be concerned about contents of channels and their priorities, because contents determined by ratings amounts to 'an undeclared war on an unprepared people'. 'Television ratings' is the most controversial element of the media business in India. It is a surprise how no one before analysed this untold story of TRPs. The story of how a great national hoax was perpetrated on 21st Century India, without even the government questioning it; how the national broadcaster, Doordarshan was demolished and Murdoch-led channels promoted in India is a spell-binding read. With just 500 imported meters, how could a foreign company claim that its TRP was a viewership indicator for one billion plus people?

<https://www.marymartin.com/web?pid=463861>

Everything in Radio: Broadcasting to the Masses / Kaushalya Rathnam

Aakar Books, Delhi 2019

296p.; ill. 23 cm.

9789350025659

\$ 20.00 / HB

580 gm.

Sreedher's work on science popularisation (including space technology) through radio was when I first met him, over three decades ago. His outstanding work in science and education in AIR was taken further when he joined IGNOU, and worked on Gyan Darshan and Gyan Vani. Here, and later in CEMCA (an offshoot of COL), he used and further honed his capabilities in educational communication. His pioneering efforts in community radio resulted in India's first such station in Chennai, and let on to some exemplary projects.

<https://www.marymartin.com/web?pid=649656>

India's State-run Media: Broadcasting, Power, and Narrative / Sanjay Asthana
Cambridge University Press India Private Limited, New Delhi 2019

xiii, 210p.; 24 cm.

Bibliography Includes Index.

9781108481700

\$ 17.75 / HB

430 gm.

India's State-run Media presents a new perspective on broadcasting by bringing together two neglected areas of research in media studies in India - the intertwined genealogies of sovereignty, public, religion, and nation in radio and television, and the spatiotemporal dynamics of broadcasting into a single analytic inquiry. It argues that the spatiotemporalities of broadcasting and the inter-relationships among the public, religion, and nation can be traced to an organizing concept that shaped India's late colonial and postcolonial histories - sovereignty.

<https://www.marymartin.com/web?pid=649772>

Indian Journalism In A New Era: Changes, Challenges and Perspectives /
Shakuntala Rao (ed)

Oxford University Press, New Delhi. 2019

Xii, 384 p. ; 22 cm.

Includes Index

9780199490820

\$ 30.00 / HB

620 gm.

Indian Journalism in a New Era brings together informative and critical contributions about contemporary Indian journalism from twenty-one Indian and global scholars and journalists. The book is divided into four different sections, each addressing one relevant aspect: history and evolving changes; social media and e-journalism; marginalization; and pedagogy, ethics, and public sphere.

<https://www.marymartin.com/web?pid=523543>

Issues of Voting and Media usage of Youth / Ambrish Saxena

Kanishka Publishers, Distributors, New Delhi. 2019

xii; 163p.; 23 cm. hb

Includes Index.

9788193998809

\$ 17.50 / HB

400 gm.

<https://www.marymartin.com/web?pid=649829>

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