

Dr. Ambrish Saxena is a media professional, educator, trainer, researcher and author. He is working as Dean in DME Media School.

Dr. Saxena has worked with many media groups, *The Pioneer, Amrit Bazar Patrika, Aaj, JVG Times* and ZEE. He has worked for the first ever TV news magazine *Parakh* during 1990s. He has been anchoring the highly rated programme of AIR FM Gold *Market Mantra* since 2001.

Dr. Saxena has academic association with more than 20 universities of India. He has close to 30 books to his credit as sole author, main author, chapter writer and editor. He has presented more than 40 research papers in national and international conferences.

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Dr. Susmita Bala is a teacher and trainer equipped with rich experience in media industry and academics for more than three decades. At present, she is serving DME as Head of Media School.

Dr. Susmita has taught in colleges of GGSIP University *MBICEM* and *VIPS*. As visiting faculty, she has been associated with *Bhartiya Vidya Bhavan, YMCA Media Centre* and *India Today Media Institute (ITMI)* for long.

Dr. Susmita has more than 10 books to her credit as author, co-author, chapter contributor and editor. She has presented more than 20 papers in national-international conferences. She is a widely travelled person having participated in conferences in China, Australia, United States, Spain, France and Dubai.

Dr. Susmita has also been a member of *Nomination Jury* in *International Science Film Festival* organized by the Department of Science and Technology, Government of India.



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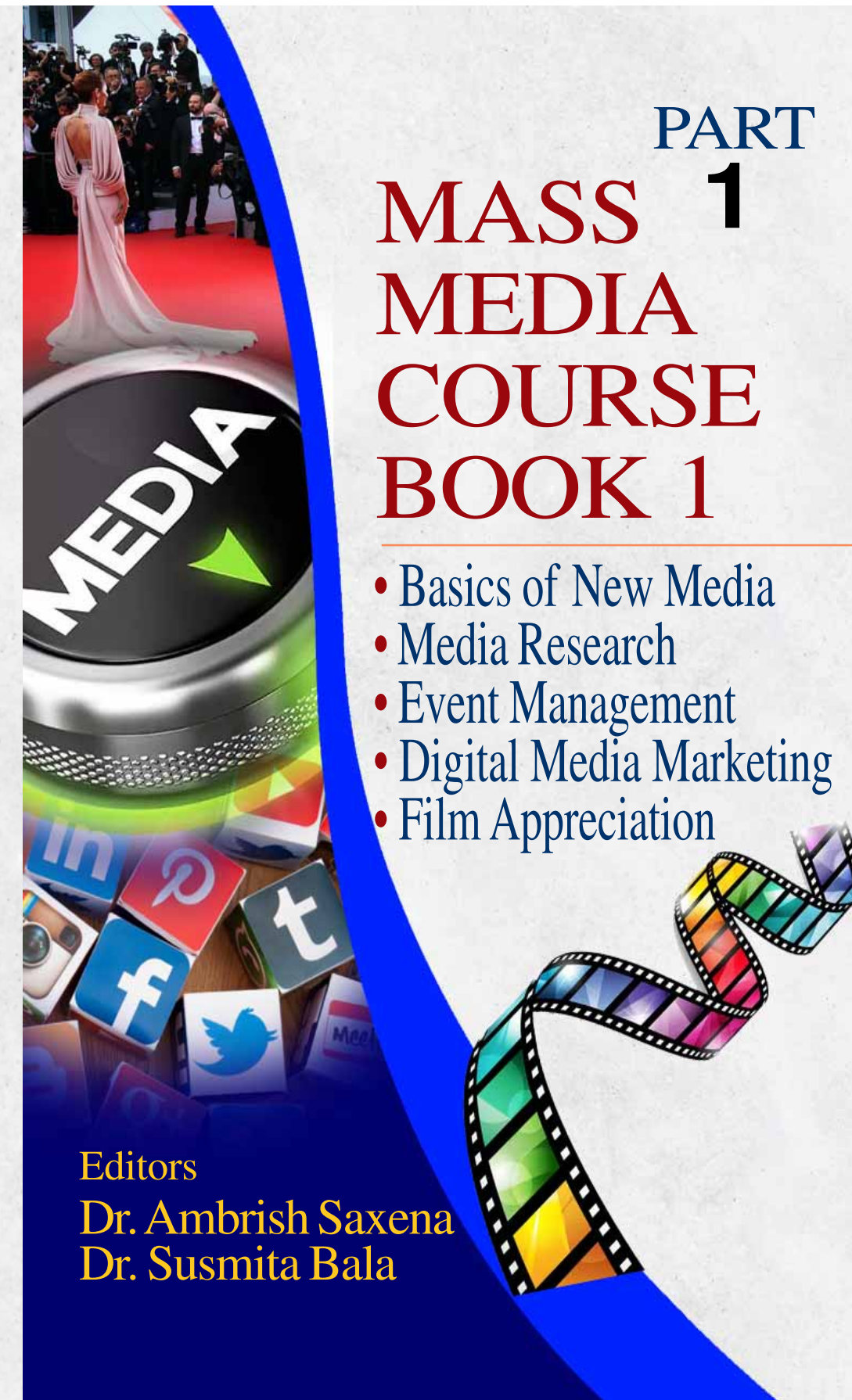
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MASS MEDIA COURSE BOOK 1

PART 1

1

Dr. Ambrish Saxena
Dr. Susmita Bala



PART

MASS MEDIA COURSE BOOK 1

- Basics of New Media
- Media Research
- Event Management
- Digital Media Marketing
- Film Appreciation

Editors
Dr. Ambrish Saxena
Dr. Susmita Bala

This book is divided into five units that cover different aspects of new media, media research, event management, digital media marketing, and film appreciation. The first unit provides an introduction to the basics of new media, including online communication, the evolution of the web, and the attributes of online communication. It also covers cyber-crimes, cyber security, and digital divide issues.

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Book-1
PART-1

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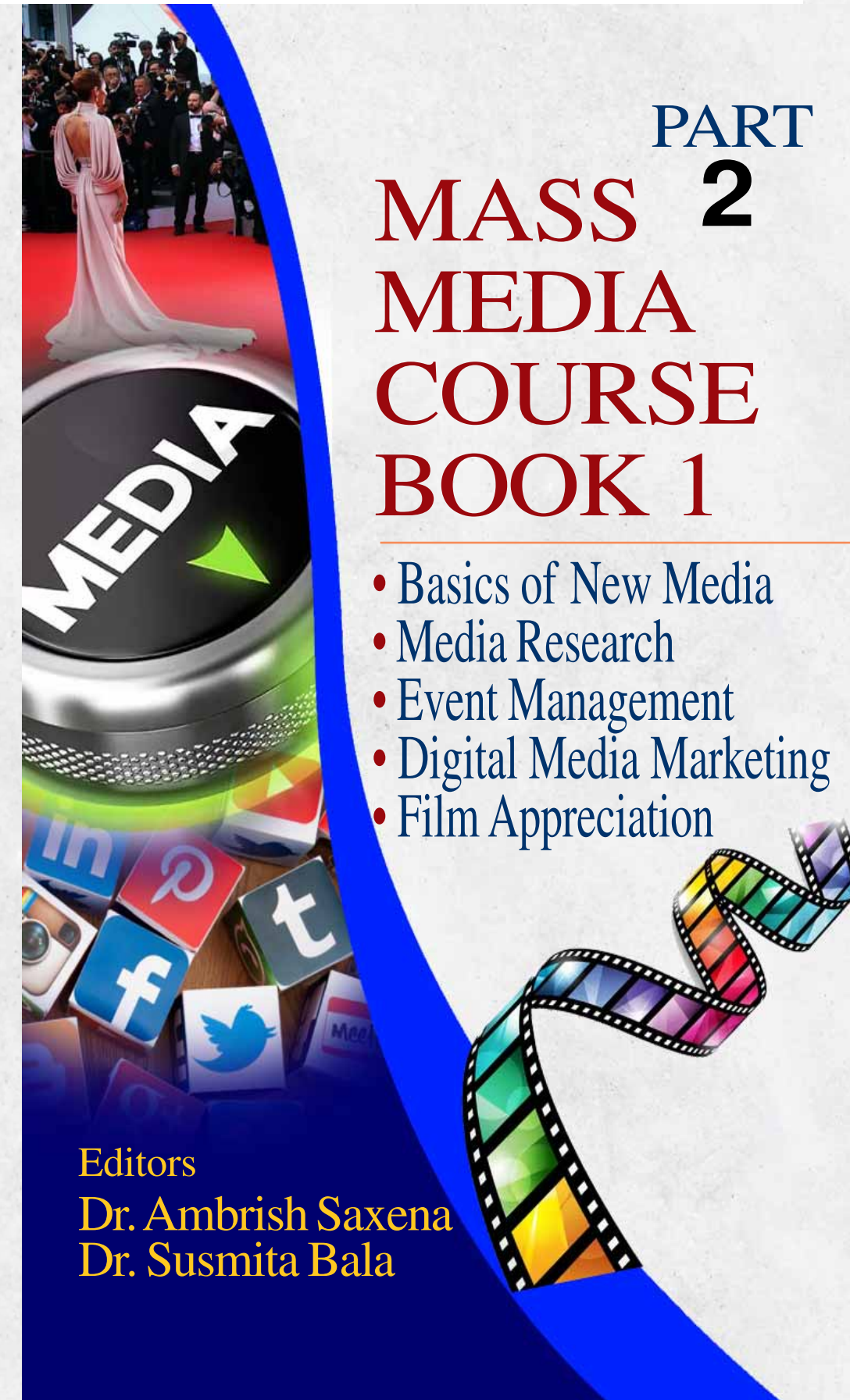
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MASS MEDIA COURSE BOOK 1

PART

2

Dr. Ambrish Saxena
Dr. Susmita Bala



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