BIBLIOGRAPHY
SELECTED BIBLIOGRAPHY


Alley, R. (1977) Television: Ethics for Hire? 
Nashville, Jcnnensec: Abington.


CHICAGO: Chicago University Press.

Ang. J. (1985): "Watching Dallas: Soap Opera and the 
Melodramatic Imagination", London, Methuen.

Pergamon.

Bagley, W.A. (1938): 'Facts and How to find them', 


Media', Washington D.C. GPO.

Ball-Rokeach, S. and DeFleur, M.L. (1976) 'A 
Dependency Model of Media Effects', 
Communication Research 3: 3-21.

Bauer, R.A. (1964) 'The Obstinate Audience' American 


Cantor, Muriel G. and Suzanne Pingree (1983) "The Soap Opera" New Delhi, Sage Publications.


Chattopadhyaya, K.P. (1959) 'Some Approaches to the study of social changes'. Poona: Gokhale Institute of Politics and Economics.


Collins, R., Curran, J., Garnham, N., Scannell, P., Scannell, P., Schlesinger, P. and Sparks, C.


Dahlgren, P. (1985) 'The Modes of Reception: For a Hermeneutics of Television News', in P.


Das Gupta, Sugata (1967). 'Methodology of Social Science Research in India, New Delhi : Impex India.


Dua, M.R. (1980). 'Themes in Indian Communication'. New Delhi, Metropolitan
'Individuals in Mass Media Organisations.


Malhotra, J. (1972). 'Television in India'. Times of India, 56 : 8, October.


Ministry of Information and Broadcasting Research and Reference Division (1986). 'Mass Media in India'. Publication Division, Govt. of India, New Delhi.


