

LIST OF REFERENCE BOOKS FOR BMC COURSE

| Sr.No. | Title | Author | Publisher |
|---------------|---|----------------|------------------|
| 1. | PR Media Relations | Dr. G.C.Bank | Jaico |
| 2. | Foundations & Advt. Theory & Practice | HA Chunawala | Himalaya |
| 3. | Journalism | M.B.Kamath | Jaico |
| 4. | A Handbook of Journalism & Editorial Excellence | S.K.Agarwal | Jaico |
| 5. | Media & Crime | Jewkes | Sage Pub. |
| 6. | Mass Media Laws | C.S.Rayudu | Himalaya Pub. |
| 7. | Principles of of Pub. Relations | C.S.Rayudu | Himalaya Pub. |
| 8. | Advt. Basics | Bilanilam | Sage Pub. |
| 9. | Mass Media & Society | Curran | Viva Books |
| 10. | Mass Communication in India | Kewal J. Kumar | Jaico |