

A C K N O W L E D G E M E N T

The study of mass communication is getting it's importance in modern times. Means of communications are developing and changing very fast and every one is trying to involve in the mainstream of communication technology at his own convenience and liking. The present study viz. " Women and media with special reference to Radio, Tv and Newspapers", aims to bringout the various aspects of mass media and influence on the women in particular. An attempt has been made to analyse the facts and figures in connection with the role and effects of mass media.

It is my original work and analysis here has been largely based on the collected data. Still then my work is being shaped by number of books and research papers and references. I have liberally drawn upon several standard and authentic studies, and to all of them I express my acknowledgement with gratitude.

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