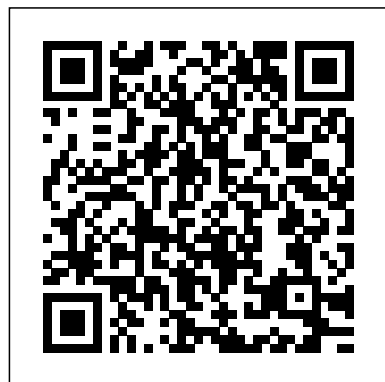


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Learn English Series - English Grammar & Composition Pearson Education India Public administration is reeling under complex challenges and pressures in the face of the changing trends in liberalization, privatization and globalization. As a pertinent area of social sciences, it is in search of a new identity in the form of theoretical bases, conceptual clarity and contextual applicability. The development of the discipline is characterized by failed, semi-developed and recycled narratives, which are unable to provide any well-defined epistemological parameters. Whatever one finds in the form of conceptual and applied growth in public administration, especially pertaining to the Third World, appears to be borrowed, imitated and implemented out of context. The discipline of public administration must therefore reinvent itself in the wake of new developments in the areas of theory building, organizational reforms, information technology, participatory development, corporate ethics, humane governance, responsive administration, non-state organizations and administrative capability. This book makes an attempt to grapple with some of these contemporary concerns in order to generate a debate on the impact of globalization on public administration. A collection of diverse topics that address various facets of public administration, the overall thrust is on developing indigenous approaches for meeting the growing demands of the changing scenario. The wide range of issues covered in the volume makes for a comprehensive view of the various perceptions within the discipline of public administration. The book will be of immense use to students, academicians, researchers, policy makers and practitioners in public administration. Chandrababu Naidu Concept Publishing Company

This new edition of Forensic Science: The Basics provides a fundamental background in forensic science as well as criminal

investigation and court testimony. It describes how various forms of data are collected, preserved, and analyzed, and also explains how expert testimony based on the analysis of forensic evidence is presented in court. The book

Forensic Science Springer Nature

Mass Communication in India, Fifth Edition Jaico Publishing House

HIGHER ALGEBRA Pustak Mahal

For competitive examinations like: IBPS-CWE Bank PO/Clerical/Specialist Officers, RRB Officers; SBI-PO/Clerical; NABARD and IBDI Bank executive officers -- SSC-CGL (Tier i and II); SSC-CHSL (10+2); SSC-FCI Grade III; SSC-CPO/SI/ASI, -- Income tax etc., -- LIC/GIC/UIICO AAOs, etc -- UPSC-CSAT, SCRA, CDS etc; and other state services exams -- Railways Grade 'D' and other technical and non-technical exams -- MAT; CMAT; CET (MBA); SNAP; BBA; BBM and other B School Admission Tests -- NTSE; CLAT; Hotel Management etc Green Signals Arihant Publications India limited

In what is widely considered the most influential book ever written by Walter Lippmann, the late journalist and social critic provides a fundamental treatise on the nature of human information and communication. The work is divided into eight parts, covering such varied issues as stereotypes, image making, and organized intelligence. The study begins with an analysis of "the world outside and the pictures in our heads", a leitmotif that starts with issues of censorship and privacy, speed, words, and clarity, and ends with a careful survey of the modern newspaper. Lippmann's conclusions are as meaningful in a world of television and computers as in the earlier period when newspapers were dominant. Public Opinion is of enduring significance for communications scholars, historians, sociologists, and political scientists. Copyright © Libri GmbH. All rights reserved. Popular Master Guide Journalism & Mass Communication Jaico Publishing House "Journalism and Mass Communication" is an Ultimate Guide for the entrance examination.

Complete syllabus has been divided into 4 major sections. 2 Section Tests have been provided after every section Ample number of MCQs are given for the quick revision of the concepts 5 Previous Years' Solved Papers [2020-2015] for practice 3 Crack

Sets are provided at the end of the book It is highly useful for Bachelor of Journalism in GGSIPU and other (IIMC, MICA) prestigious Universities Entrance Examination. Mass communication is a field which is attracting lots of bright young minds. A special course and degree in this stream equip students to deal with finites of these areas and prepare them for the highest level of professional creativity and skills To get enrolled into BJMC, one should appear for the entrance exams who wish to build their career in the field of journalism and mass communication. "The Ultimate Guide for Journalism & Mass Communication Entrance Examination 2021" provides a structured and comprehensive approach towards learning the concepts. The book covers the entire syllabus under 4 sections providing the complete theory sync with syllabus. As per the latest question paper pattern, ample numbers of questions are given in the form of Section tests, MCQs and Solved papers for thorough practice with well-detailed answers to analyze the paper pattern. In order to get self-evaluated, 3 Crack Sets are provided for additional practice. TABLE OF CONTENT Solved Paper 2020 - 2015, Mass Communication/ Media Aptitude, General Awareness, English

Language/Comprehension, Reasoning & Logical Deduction, Crack Sets (1-3), Answers to Section Tests & Crack Sets.

General Science for Competitive Exams - SSC/ Banking/ Railways/ Defense/ Insurance Ramesh Publishing House Contributed articles.

The Pearson Guide to Quantitative Aptitude for Competitive Examination Tata McGraw-Hill Education

One certain thing in the fashion world is change. Fashion is a language which tells a story about the person who wears it. Katherine Hamnett, a Top British Fashion designer describes fashion as "Clothes create a wordless means of communication that we all understand". Some of the top Institution like NIFT, NID and IIFT conduct their respective entrance exams to provide lucrative and flourishing careers in fashion designing. The Ultimate Guide for NIFT/ NID/ IIFT leads you to the path of fashion and its design, comprehensively covering all the syllabus of almost all the universities and Institutions which are offering the bachelors and masters courses in Fashion Designing. The book carries complete study material that covers both Undergraduate and Postgraduate entrance examinations. It has been divided into Seven Sections which are further divided into chapter as per the syllabi and exam pattern. The explanation of each section has well

elaborated leave no stones untouched in a lucid manner. After each section 2 Sections Tests provided for the quick revision of the concepts, ample number of MCQs have been provided and for the complete practice 3 Practice Sets have been provided at the end of the book, Detailed Solved Paper 2020 have been provided to give hint to the level and types of questions they come in the exams.

IMU-CET Princeton Review

Reasoning is equally weighed section in any competitive examination. Reasoning tests the thinking power and mind applicability skills of the candidates. The questions on reasoning asked in various competitive examinations are not easy to solve without having enough practice. Verbal & Analytical Reasoning will help candidates master the 'Tricks of the Trade' as it covers verbal and analytical reasoning very much comprehensively. This book has been divided into two Sections – Verbal Reasoning and Analytical Reasoning each sub-divided into number of chapters with different types of questions of multiple patterns asked in various exams. The Verbal Reasoning section has been divided into 21 chapters covering Analogy, Classification, Series, Coding-Decoding, Logical Arrangement of Words, Mathematical Operation, Venn Diagram, Clocks, Calendar, Decision Making, Input-Output, Puzzles, Data Sufficiency, etc whereas the Analytical Reasoning section has been divided into eight chapters covering Statement & Arguments, Statement & Assumptions, Course of Action, Passage & Conclusions, Cause & Effects, Syllogism, etc. Ample number of solved problems have been covered in each chapter followed by practice exercises at the end to help aspirants practice the concepts discussed in each chapter. Also the book contains previous years' solved questions of different competitive examinations like CAT, XAT, UPSC, SSC, etc to help aspirants get an insight into the types of reasoning questions asked. The book will be highly useful for aspirants preparing for Management (CAT, XAT, CMAT, IIFT, SNAP & other), Bank (PO & Clerk), SSC (CGL, 10+2, Steno, FCI, CPO & Multitasking), LIC (AAO & ADO), CLAT, RRB, UPSC and other state PSC Exams. As the book covers Verbal and Analytical Reasoning both in detail with ample number of solved problems, it for sure will help aspirants prepare both the types in a thorough manner and score high in the upcoming competitive & recruitment exams.

Essentials Of Practical Journalism Pearson Education India

The book "General Sciences for Competitive Exams" contains specific topics in Science which form a part of most of the Competitive Exams. The book contains to the point theory followed by an exercise with solutions. The book covers a lot of questions from the past competitive exams. The book is a MUST for all SSC/ Banking/ Railways/ Defense/ Insurance Exam aspirants.

Ecology, Growth, and Democracy in India

PHI Learning Pvt. Ltd.

In Indian context.

MCAT Critical Analysis and Reasoning Skills Review Ramesh Publishing House

The Classic Texts Series is the only of its kind selection of classic pieces of work that started off as bestseller and continues to be the bestseller even today. These classic texts have been designed so as to work as elementary textbooks which play a crucial role in building the concepts from scratch as in-depth knowledge of concepts is necessary for students preparing for various entrance exams. The present book on Higher Algebra presents all the elements of Higher Algebra in a single book meant to work as textbook for the students beginning their preparation of the varied aspects covered under Higher Algebra. The present book has been divided into 35 chapters namely Ratio, Proportion, Variation, Arithmetical Progression, Geometrical Progression, Harmonical Progression Theorems Connected with The Progression, Scales of Notation, Surds & Imaginary Quantities, The Theory of Quadratic Equations, Miscellaneous Equations, Permutations & Combinations, Mathematical Induction, Binomial Theorem Positive Integral Index, Binomial Theorem, Any Index, Multinomial Theorem, Logarithms, Exponential & Logarithmic Series, Interest & Annuities, Inequalities, Limiting Values & Vanishing Fractions, Convergency & Divergency of Series, Undetermined Coefficients, Partial Fractions, Recurring Series, Continued Fractions, Recurring Series, Continued Fractions, Indeterminate Equations of the First Degree, Recurring Continued Fractions, Indeterminate Equations of the Second Degree, Summation of Series, Theory of Numbers, The General Theory of Continued Fractions, Probability, Determinants, Miscellaneous Theorems & Examples and Theory of Equations, each subdivided into number of topics. The first few chapters in the book have been devoted to a fuller discussion of Ratio, Proportions, Variation and the Progressions. Both the theoretical text as well as examples have been treated minutely which will help in better understanding of the concepts covered in the book. Theoretical explanation of the concepts in points has been provided at the beginning of each chapter. At the end of each chapter, unsolved practice exercises have been provided to help aspirants revise the concepts discussed in the chapter. At the end of chapterwise study, miscellaneous examples have also been given along with answers and solutions to the unsolved examples covered in each chapter. All the relevant theorems covered under the syllabi of Higher Algebra have also been covered in the detail in this book. As the book covers the whole syllabi of Higher Algebra in detail along with ample number of solved examples, it for sure will help the students perfect the varied concepts covered under the Higher Algebra section.

Disha Publications

This book provides up-to-date information on bioinformatics tools for the discovery and development of new drug molecules. It discusses a

range of computational applications, including three-dimensional modeling of protein structures, protein-ligand docking, and molecular dynamics simulation of protein-ligand complexes for identifying desirable drug candidates. It also explores computational approaches for identifying potential drug targets and for pharmacophore modeling. Moreover, it presents structure- and ligand-based drug design tools to optimize known drugs and guide the design of new molecules. The book also describes methods for identifying small-molecule binding pockets in proteins, and summarizes the databases used to explore the essential properties of drugs, drug-like small molecules and their targets. In addition, the book highlights various tools to predict the absorption, distribution, metabolism, excretion (ADME) and toxicity (T) of potential drug candidates. Lastly, it reviews in silico tools that can facilitate vaccine design and discusses their limitations.

Journalism and Mass Communication 2020

Concept Publishing Company

If you are preparing or being prepared for IMU-CET entrance exam, then surely you are proceeding toward your bright career. Our study materials are specially prepared, keeping in mind the requirements, syllabus, content, detailed solutions, latest samples, Thus it enables an average students to compete & qualify the all entrance exam. This book covers all types of Problems & Questions Patterns (Physics-Mathematics-Chemistry-English-Aptitude and G.K with detail summery) generally asked in entrance examination-1.B.Sc. Degree in Nautical Science2. Higher National Diploma (HND) Nautical Science3. Higher National Diploma (HND) Marine Engineering4.. 6 months Pre-Sea course for General Purpose Rating5. 4-Year Degree course in Marine Engineering6. 1-year Marine Engineering Course Graduate Marine Engineer(GME)7. 2-year Marine Engineering course8. Pre-sea Training for Electro-Technical Officers on Merchant Ships9. B.Sc.[Maritime Hospitality Studies]10. Deck Cadet Course.1. This book covers all Guide & Introduction of Marine Worlds. 2. Shipping Company Sponsorship Tests and Previous Papers of IMU CET.3. Questions Pattern and Many More.....

Love Cricket And Srk... CRC Press

Most books on journalism today are either too complex to comprehend or too superficial. Barun Roy has really done a remarkably good job to fill a long-felt vacuum. This guide introduces basic tools of the applied journalism in simple language. It provides step-by-step instructions to develop skills in the field. Any person interested in journalism, mass communication and in public relations will find this book very interesting, informative and useful. It could even motivate you to contribute articles and features to newspapers and magazines as a freelance writer. Some salient features of the book: *What is journalism? *News Gathering. *News Lead. *Putting the Story together. *Writing in Newspaper Style. *Colourful News Feature.

*Headline Story. *Journalism as a Career. Beginner's Guide to Journalism & Mass Communication Oxford University Press

Mass Communication is the process of exchanging information through the large segments of the people, in other words it is the mode of imparting and exchanging the information to the wide range of people. It is one of the most creative carriers which attract lot of young minds these days. Mass Communication and Journalism mostly covers 3 areas i.e. Advertisements, Media and Public Relations. The revised edition of 'The Ultimate Guide for Journalism & Mass Communication' has been comprehensively designed that covers the syllabi of almost all the Mass Media Institutions/Universities. The book is divided into 4 sections and each section is further divided into chapters with complete theory that has been synchronized with the syllabus. This book provides Section wise Practice i.e. each section is carried with 2 Section Tests in order to clear all the queries regarding the subjects simultaneously. In order to make candidates acquainted with latest pattern of the examination ample amount of MCQs have been provided in the book moreover, for complete practice Previous Years' Solved Papers [2019-2015] and 3 Practice Sets have been provided in this book. Each question provided in the book is well explained in a lucid language which makes candidates to memorize the concepts easily and quickly. This book is highly useful for Bachelor of Journalism in GGSIPU and other (IIMC, MICA) prestigious Universities Entrance Examination. Thorough preparation done from this book will ensure the selection of the candidates in a good colleges

TABLE OF CONTENT Solved Paper 2019 – 2015, Mass Communication/Media Aptitude, General Awareness, English Language/Comprehension, Reasoning & Logical Deduction, Crack Sets (1-3), Answers to Section Tests & Crack Sets.

Universities Handbook Arihant Publications India limited

1. AFCAT Common Admission Test (Online) is prepared for the upcoming AFCAT entrance

2. The book is divided into 4 sections

Chapterwise Theory Notes are provided for better revision

4. Chapterwise MCQs are given for the quick grasping of concepts

5. Latest Solved papers 2020 & 2019 and 3 Practice Sets

6. Online practice sets are given to experience of the exam

Aiming to "Touch the Sky with Glory" Indian Air Force invites for AFCAT Common Admission Test (Online) who wish to make careers at Air Force.

Presenting the revised and updated edition of "AFCAT Common Admission Test (Online)" that is completely designed according to the prescribed syllabus. Giving the complete coverage to the syllabus, this book is divided into 4 sections. Each chapter is supported by not just with "Theory Notes" but also supplemented with MCQs for the quick grasping of the concepts. To get the insights of the pattern and question weightage, Each chapter is accompanied with previous years' AFCAT Questions. Latest Solved Papers 2020 & 2019 and 3 Practice Sets (with online attempt) are provided to promote awareness of the latest exam pattern. As the

book covers complete syllabus with solved papers and online practice sets, it is a perfect study guide to expect successful shifting to the final phase of AFCAT i.e., Air Force Selection Board Interview. TOC Solved Paper 2020 (II), Solved Paper 2020 (I), Solved paper 2019 (II), Solved Paper (I), General Awareness, Verbal Ability in English, Numerical Ability, Reasoning and Military Aptitude Test, Practice Sets (1-3).

Handbook of Journalism and Mass Communication Pearson Education India

This comprehensive book is specially developed for the M.A. Political Science candidates of Delhi University for Entrance Test. This book includes Study Material, Previous Paper (Solved) for the purpose of practice of questions based on the latest pattern of the examination. Detailed Explanatory Answers have also been provided for the selected questions for Better Understanding of the Candidates.

Legal Awareness and Legal Reasoning : For CLAT and Other Law Entrance Examinations, Celebrating 10 Successful years in guiding aspirants to crack CLAT and other premier LLB examinations Transaction Publishers

While there is nearly universal agreement that the media play a vital and defining role in democracy everywhere it exists, ironically they are often unpopular. However, the media in a democratic system must be credible and reliable lest they lose their influence and authority. It is usually acknowledged that democracy almost never flourishes without an effective, independent media.

The contributors to "Media and Democracy" discuss these issues with the clear recognition that generalizing about the media is often perilous. In the opening section of this volume, "Definitive Questions," chapters by Leo Bogart and Denis McQuail explore the contemporary relationship between media and democracy and its implications for the future. The next section, "Media and the Dynamics of Democracy Around the World," opens with contributions from Vaclav Havel and Boutros Boutros-Ghali, former secretary-general of the United Nations. They are joined by authors who examine the relationship between media and democracy in specific locations around the world. The third part, "Journalism as a Democratic Discipline," explores the demands that democracy makes on journalists in chapters by Robert MacNeil, Brian Mulroney, and Margaret T. Gordon. In the final section, "Democracy and New Media," Lawrence K. Grossman, Sara B. Ivry, and Andrew C. Gordon consider the implications for democracy of new media technologies. Christopher Dornan concludes the book with a review essay examining recent books on media and democracy. Ideally, democracy and media coexist and support each other through a process of negotiation hopefully aimed at developing a consensus about the public interest. "Media and Democracy" is an intriguing examination of these two important ingredients to American society. It will be of value to political scientists, communications scholars, media specialists, and sociologists.

Delhi University (DU) M.Com Entrance Test Guide Arihant Publications India limited

The ability to master 'Legal Awareness' and 'Legal Reasoning' sections is one of the most critical factors in determining the success of an aspirant in CLAT and other law entrance examinations. The 6th edition of this book, with a proven track record of 10 plus years, is an ideal resource to help aspirants irrespective of their educational background to crack these sections. It provides a detailed exposition of all the topics supported by an expansive array of pedagogy to help understand, retain and apply the concepts effectively. Coverage includes.