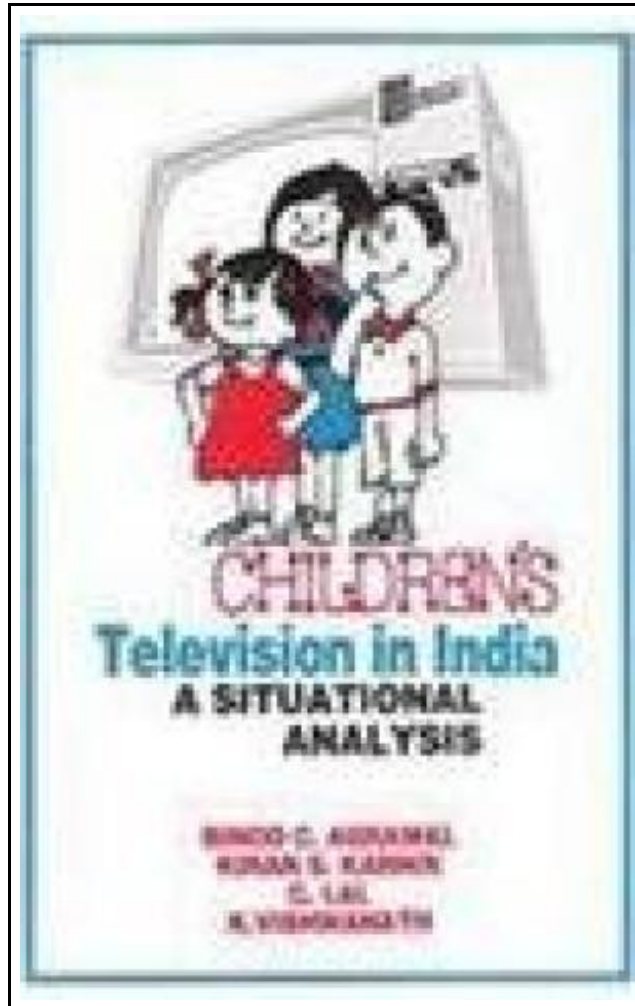


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Concept Publishing Company Pvt. Ltd., 1999. Hardcover. Book Condition: New. The Situational Analysis Report on Childrens Television prepared on the request of UNICEF has brought out a critical review about educational television. The Book provides a set of recommendations to improve the quality of childrens television in India. Written jointly by television producer, media manager, television engineer and communication researcher, the authors emphasized on the team-mode of television production involving experts from various disciplines for quality and meaningful childrens television. This book argues for dedicated childrens programme and communication research as an essential component of production process. Twenty percent transmission time toward childrens programmes both for and about children is recommended. The book has reference and reading material for students and practitioners. Printed Pages: 83.



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