

Bibliography:

- **Benson .Laurie K,** (2000) *e-Communication* Printed by summon & co 113, shivshakti Ind. Estate, marol Naka, Andheri (E), Mumbai – 400059.
- **Chatterjee** (1992) “*A Study on Impact of Television Programmes on Higher Secondary School Students of Science and Commerce Stream*”, Department of Education, Northwestern University, America.
- **Chaurasia G** (2001) *Mass Media and Human Rights Education* published by isha books, New Delhi.
- **Christian J.A,** (1992) “*Impact of Television Programmes on Higher Secondary School Students of Science and Commerce Stream*”, M.S. University, Vadodra.
- **Collins, W. A.** (1983). *Interpretation and Inference in Children’s Television viewing.* In Bryant .J and Anderson. R (Eds.), a journal *Children’s Understands of Television* (pp. 125-150). New York: Academic Press.
- **Das Bhagwan** (2005) Volume-5 *Encyclopedia of Educational Techniques and Methodology*, Anmol publications, PVT. LID.
- **Doraiswany. R** (2009) *Effective Communication Skill in English* Marya graphics, swaminarayan mandir road, Ahmedabad.
- **Indu Seth.,** (1983) *A Study of the Effectiveness of Educational Television on the Educational Development of Primary School Children*, M.S. University, Vadodra.
- **Joshi, Vibha.** (1987) “*To Study the Effectiveness of School Television Programmes in Science at Secondary School Level*”, M.S. University, Vadodra.
- **Kalia A. k,** (2003) “*IMPACT OF T.V. VIEWING ON ADJUSTMENT, VALUES, AND ACADEMIC ACHIEVEMENT OF ADOLESCENTS*” Sardar Patel university v.v.nagar - 388120 India.
- **Khan Afridi. A. A** (2000) *Religion and the Film Media in India National Council for Education Research and Training*, New Delhi.
- **Kundanis Rose M** (2003) *Children, Teens, Families, and Mass Media: the Millennial Generation* published in Taylor & Francis Library.

- **Livingstone, S.** (2006) *Children's Experiences with Mass Media of Communication*, Navin publication, New Delhi.
- **Martinez ana m.** (2011) Volume 25 number 4, “*An Interdisciplinary Journal of Educational Policy and Practice*”
- **Mittal Sujata** (2005) *Children and Media*, Isha books D-43 Prithviraj Road, Adhrash nagar, Dilhi 11003.
- **Osman Mohd. Nizam.,** (2009) “*Effects of Watching Violence Movies on the Attitudes Concerning Aggression among Middle Schoolboys (13-17 years old) at International Schools in Kuala Lumpur, Malaysia*” *European journal of scientific Research*, ISSN 1450-216X Vol. 38 No.1, pp. 141-156. Euro journals Publication, Inc.
- **Parhar M.,** (1993) “*A study of effect of Mass Media on student learning*”, Department of foundation of Education, Jamia milliaIslamia, New Delhi.
- **Patidar N.,** (2004) “*Study of Program Segmentation of Educational Television Channels*”, Deartment of Education, M.S. University, Vadodra.
- **Prabhakar Naval** (2003) *Development Dynamics of Media and Communication*. New Delhi: Ajay verma for communication publishers.
- **Ray Zahid Hussain Vanity** (1989) volume (XIL) number 2 *Media and Communications in the Third World* (page 25-36) from the journal of communication (India)
- **Rohilla Sonia.,** (2010) “*Educational Values Reflected in the Newspaper*”, M.S. University, Vadodra.
- **Samal .Y.** (2000) “*Effectiveness of the School Broadcast Programmers’ of All India Radio (AIR) and Educational Television (ZTV) Programmers’ of Doordarshan with Preference to School Achievement of Pupils*”, Department of Philology, Mass Communication, University, Pune.
- **Saraswati.** (2011) volume (XLIX) number 4 *Writing Activity for the Media* (page -48) a journal of English language Teacher (India).
- **Scott Bill** (1995) *The Skills of Communicating* Printed by snehesh printers 320 – A shah & Nahar Ind. Est. A- 1 Lower parel, Mumbai – 400013.
- **Singer Dorothy G & Jerome L** (2001) *Handbook of Children and the Media*, Sage publication INC.

- **Sudame G. R** (1983) *Development of Multi-Media Package for Teaching a Course on Audio-Visual Education*, American journal of mass communication, ISSN 1255-224X Vol. 1 No.1, pp. 10 - 34. American Publication, Inc.
- **Sunday .T.** (2009) “*TEACHERS’ PERCEPTION OF THE ROLE OF MEDIA IN CLASSROOM TEACHING IN SECONDARY SCHOOLS*” the Turkish online journal of education technology, ISSN: 1303-6521 volume 8 Issue Article 8, TOJET January.
- **T. Pradeep Kumar** (2003) *Web Based Technology in Education* Royal Apartment khanpur, pravin printer, Ahmedabad
- **Van Evra Judith** (2004) *Television and Child Development*, Lawrence Erlbaum Associates, Publishers.
- **vsavDa jy AoK3oMbr** (ÊÊÊÊÊ) “ *maihtl Ane mnor>jn*” by Navbhart sahitya mandir Ahmadabad-1 & Mumbia-2.
- **Venkatashwararao, N and Mathur, P** (2006) *Mass Communication Recent Trends and Future Prospects*. New Delhi: kanishka publishes, Distributors.
- **Zai. G. D,** (2007) “*Effects of Cable Television on Women in Pakistan: a Comparative Study of Heavy and Light Viewers in Lahore*”, Department Mass Communication Lohare college for Women University, Pakistan.
- **Zaidi, Zahid Hussain and Ray, Vanita III** (2000) *Media and Communication the Third World*. New Delhi: kanishka publishes, Distributors

Website:

- <http://www.surveymonkey.com/>
- http://en.wikipedia.org/wiki/Television_studies
- www.japan-guide.com/topic/0107.html
- www.schoolsurveys.co.uk/research/TV.htm
- www.televisionwatch.org/NewsPolls/.../Luntz-Hart-Survey.pdf
- https://www.surveymonkey.com/s.aspx?sm=EJ...3d_3d
- <https://mospace.umsystem.edu/xmlui/bitstream/handle/.../research.pdf>
- <https://acta.uta.fi/english/teos.php?id=10776>
- <https://rd.csp.it/content/social-recommendation-and-social-tv>
- <https://elec.aalto.fi/en/current/news/view/2011-12-14-002/>
- www.britmovie.co.uk/.../108424-dissertation-help-childrens-television...
- [www.advancedwriters.com/.../television-censorship-essay... - United States](http://www.advancedwriters.com/.../television-censorship-essay...)
- www.angelfire.com/electronic/vegard/friends.pdf
- www.revistacomunicar.com/verpdf.php?numero=37&articulo...
- www.museum.tv/eotvsection.php?entrycode=televisionst
- www.yale.edu/acmelab/.../Harris_Bargh_Brownell_Health_Psych.pdf