



**BHARATI VIDYAPEETH'S  
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Course Code: BAJMC-304

Course Name: Global Media: An Overview

**Suggested Further Readings (Beyond Book)**

S. No	Unit	Topic	Book / Resource
1.	Unit I	Global Communication: Struggle for Balance of Information Flow	<b>Book:</b> <i>THE NEW MEDIA GIANTS</i> <i>Changing Industry Structure</i> <b>URL:</b> <a href="https://www.academia.edu/71795918/The_New_Media_Giants_23_Structural_Trends_in_the_Media_Industry">https://www.academia.edu/71795918/The_New_Media_Giants_23_Structural_Trends_in_the_Media_Industry</a>
2.	Unit II	Global Communication Giants	<b>Book:</b> <i>The Globalization of Corporate Media Hegemony</i> Edited by Lee Artz & Yahya R. Kamalipour <b>URL:</b> <a href="https://sunypress.edu/Books/T/The-Globalization-of-Corporate-Media-Hegemony2">https://sunypress.edu/Books/T/The-Globalization-of-Corporate-Media-Hegemony2</a>
3.	Unit III	Indian Media	<b>Book:</b> <i>The Indian Media</i> <b>URL:</b> <a href="https://www.academia.edu/38603562/The_Indian_Media">https://www.academia.edu/38603562/The_Indian_Media</a>
4.	Unit IV	Global Media & Market Forces	<b>Paper</b> <i>Market Forces and the Changing Behaviour of Media Houses in Contemporary Scenario: An Analytical Study</i> <b>URL:</b> <a href="https://www.researchgate.net/publication/331625395_Market_Forces_and_the_Changing_Behaviour_of_Media_Houses_in_Contemporary_Scenario_An_Analytical_Study">https://www.researchgate.net/publication/331625395_Market_Forces_and_the_Changing_Behaviour_of_Media_Houses_in_Contemporary_Scenario_An_Analytical_Study</a>  <a href="https://egyankosh.ac.in/bitstream/123456789/57215/3/Unit-16.pdf">https://egyankosh.ac.in/bitstream/123456789/57215/3/Unit-16.pdf</a>