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This book explores the development of a sociology of embodiment in the context of women's lives in contemporary, urban India. Through a critical analysis of gender and class, the author unravels the complexities that are intrinsic to the multi-layered and fluid construction of woman's identity in relation to embodiment. *Living the Body: Embodiment, Womanhood and Identity in Contemporary India* is the first book that unfolds an understanding of women's experience of embodiment by a careful analysis of the facts gathered from an Indian metropolis. The author brings out numerous voices representing multiple subjectivities through interviews of working class slum women, professional upper class women, adolescent young women in secondary schools and in a slum, and the visual and textual representation of women in a women's magazine in English. The book will be a compelling read for academicians and students working in the fields of sociology, women's studies, communication and media studies, anthropology, sexuality and gender studies. It would also interest a wide urban readership, especially NGOs and all those concerned about women's and gender issues.

Understanding World Media sets out to mirror world media and the freedom it enjoyed across the globe in about 200 countries. While media is an important part of academic research, concerns have been raised globally on its content, intent and freedom of expression. To the extent that even as per the data compiled by Reporters Without Borders, democratic India ranks below par at 138 in the World Press Freedom Index 2018 out of the 180 listed nations. Though, it is a question of debate and discussions to what extent media in India is considered free or under censorship. When India is emerging as a global power with over 55 percent of its population is under 35 years of age, interest in the world community and media is growing leaps and bounds. It is in this context that this book magnifies its mirror to bring facts about the status and understanding of media in the world. For any book like this, it will always have its challenges to cover subjects like media in a nutshell, but for today, this book is timely and relevant. It is a balanced and thoughtful effort to present such a comprehensive book in a crisp and concise manner, as it is difficult to get experts on various countries to write on their respective domains. We have put our utmost effort to consolidate all necessary information and analysis required for this collection and we are very hopeful that it will serve its purpose, fulfill the void and information gap about the world media. *Understanding World Media* is structured around two clear themes, the status of media in various countries and its freedom of expression. It is divided into five parts covering vast geographical areas in Asia, Europe, the Americas, Africa and Australia-Oceania.

Present-day migration takes place in a world characterized by the compression of time and space, with cheaper air travel and the existence of new communication technologies - the internet in particular - making it easier to stay in contact with the places, people and cultures that one has left. This book investigates the online organization of, and exchanges within, the global Indian diaspora. Bringing together research from around the world and presenting studies drawn from the US, Europe and India, it engages with theoretical and methodological debates concerning the shaping and transformation of migrant culture in emerging sites of sociality, and explores issues such as religion, citizenship, nationalism, region and caste as they relate to Indian identity in global, transnational contexts. With detailed empirical case studies showing both how members of the Indian diaspora connect with one other and 'life at home' and how institutions in India maintain such links, *Indian Transnationalism Online* sheds light on the ways in which information and communication technology functions as both a catalyst and indicator of contemporary socio-cultural change. As such it will be of interest to sociologists, anthropologists, political scientists and studies of cultural studies working in the areas of migration, transnationalism and ethnic studies.

"Martin's latest is another beautifully written winner. . . Amazingly heartfelt statements about love, loss and the true meaning of friendship will resonate deeply with readers." --RT Book Reviews From the New York Times bestselling author of *The Mountain Between Us* comes a new, spellbinding story of buried secrets, lost love, and the promise of second chances. Allie is still recovering from the loss of her family's beloved waterfront restaurant on Florida's Gulf Coast when she loses her second husband to a terrifying highway accident. Devastated and losing hope, she shudders to contemplate the future—until a cherished person from her past returns. Joseph has been adrift for many years, wounded in both body and spirit and unable to come to terms with the trauma of his Vietnam War experiences. Just as he resolves to abandon his search for peace and live alone at a remote cabin in the Carolina mountains, he discovers a mother and her two small children lost in the forest. A man of character and strength, he instinctively steps in to help them get back to their home in Florida. There he will return to his own hometown—and witness the accident that launches a bittersweet reunion with his childhood sweetheart, Allie. When Joseph offers to help Allie rebuild her restaurant, it seems the flame may reignite—until a 45-year-old secret from the past begins to emerge, threatening to destroy all hope for their second chance at love. In *Send Down the Rain*, Charles Martin proves himself to be a storyteller of great wisdom and compassion who bears witness to the dreams we cherish, the struggles we face, and the courage we must summon when life seems to threaten what we hold most dear.

One of the first ethnographic studies to explore use of social media in the everyday lives of people in Tamil Nadu, *Social Media in South India* provides an understanding of this subject in a region experiencing rapid transformation. The influx of IT companies over the past decade into what was once a space dominated by agriculture has resulted in a complex juxtaposition between an evolving knowledge economy and the traditions of rural life. While certain class tensions have emerged in response to this juxtaposition, a study of social media in the region suggests that similarities have also transpired, observed most clearly in the blurring of boundaries between work and life for both the old residents and the new. Venkatraman explores the impact of social media at home, work and school, and analyses the influence of class,

caste, age and gender on how, and which, social media platforms are used in different contexts. These factors, he argues, have a significant effect on social media use, suggesting that social media in South India, while seeming to induce societal change, actually remains bound by local traditions and practices.

The increasing globalization and centralization in the world is threatening the existence of a large number of smaller languages. In South Asia some locally dominant languages (e.g., Hindi, Urdu, Nepali) are gaining ground beside English at the expense of the lesser-known languages. Despite a long history of stable multilingualism, language death is not uncommon in the South Asian context. We do not know how the language situation in South Asia will be affected by modern information and communication technologies: Will cultural and linguistic diversity be strengthened or weakened as they become increasingly prevalent in all walks of life? This volume brings together areas of research that so far do not interact to any significant extent: traditional South Asian descriptive linguistics and sociolinguistics, documentary linguistics, issues of intellectual and cultural property and fieldwork ethics, and language technology. Researchers working in the areas of documentary linguistics and language technology have become aware of each other in the last few years, and of how work in the other area could be potentially useful in furthering their own aims. Similarly, the insights of documentary linguistics are making their way into descriptive linguistics and sociolinguistics. However, the potential for synergy among these areas of research is almost limitless. This volume provides the reader, not so much with a do-it-yourself recipe for applying modern technology to the problem of language shift in South Asia today, but rather with some basic knowledge about the problems involved and some directions from which solutions could be forthcoming, a toolbox rather than a blueprint, for helping to shape the linguistic future of South Asia.

Effective administration of libraries is a crucial part of delivering library services to the public. To develop and implement best practices, librarians must be aware and informed of the recent advances in library administration. *Library Science and Administration: Concepts, Methodologies, Tools, and Applications* is a comprehensive reference source for the latest scholarly material on trends, techniques, and management of libraries and examines the benefits and challenges of library administration. Highlighting a range of pertinent topics such as digital libraries, information sciences, and academic libraries, this multi-volume book is ideally designed for academicians, researchers, practitioners, and librarians seeking current research on library science and administration.

This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia, as well as approaches to research with extended viewpoints and case studies on the specific research practices, identifying the distinctive characteristics and conditions of the Asian market. Starting with an introduction and a rationale for qualitative consumer and marketing research, which discuss interpretive research perspectives and key qualitative research traditions underlying the research, it then elaborates on research design, formulating research directions, research questions, research methods, research validity and reliability, as well as research ethics. The book goes on to cover various key data-collection techniques, such as interviews, focus groups, observation and ethnography, online observation and netnography, and other alternative tools like projective techniques, autodiving and diaries. These include design of research setting (samples and sampling strategy, context, time) and research procedures (from entry to access and completion of the research project) with resources planning. In addition, the book also addresses data analysis and interpretation as well as presentation, dissemination, and sharing of research results through both academic and practical courses. Lastly, it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies.

The Rough Guide to Malaysia, Singapore and Brunei is the ultimate travel guide to these three exciting Southeast Asian destinations. Discover this dynamic region; from the turquoise beaches of Thailand, spectacular Gunung Mulu National Park, Mount Kinabalu, historic temples and the Perhentian Islands, to amazing Singaporean cuisine and lively nightlife. Packed with detailed, practical advice, this guide provides up-to-date descriptions of the best hotels in Malaysia, Singapore and Brunei and recommended restaurants, shopping and festivals, for all budgets. Fully updated and expanded, coverage includes Taman Negara, Penang and Singapore, and magnificent Ulu Muda Forest Reserve. You'll find expert background on Malaysian, Singaporean and Brunei history, with full colour features exploring Malay culture and Borneo's longhouse architecture. Explore all corners of Malaysia, Singapore and Brunei with the clearest maps of any guide and practical language tips. Make the most of your holiday with *The Rough Guide to Malaysia, Singapore and Brunei*.

With Its Many Unusual Insights And Comprehensive Coverage, This Unique Book Will Attract A Wide Readership. Besides Students Of Mass Communication, Media Business And Advertising, It Will Be Of Equal Interest To Analysts, Media Professionals, Investment Bankers, Advertising And Pr Professionals, And Anyone Interested In India`S Vibrant Media Industry.

'[A] delightful and distinguished book [of seven tales] from middle European folklore [by the winner of the 1978 Nobel Prize for Literature].'
—BL. 1967 Newbery Honor Book Notable Children's Books of 1940–1970 (ALA) 1966 Fanfare Honor List (The Horn Book) "Best of the Best" Children's Books 1966–1978 (SLJ) Best Illustrated Children's Books of 1966 (NYT) Children's Books of 1966 (Library of Congress) Children's Books of the Year 1966 (CSA)

1.1 Preamble Schools are the production centres endowed with the noble responsibility of producing learned, civilized and worthy citizens of a country Every school has its own plan of action with a set of well-designed curriculum objectives. The aim of the school is not just academic achievement of the students, rather the development of overall personality of them. And so, emphasis is being given on scholastic, co-scholastic and non-scholastic skills of the students. Libraries in the schools are the strong supporting centres which supplement and complement the accomplishment of the objectives set forth by their parental bodies. They are the knowledge facilitation points in every school. According to the U.S. Commission on Libraries and Information Science (2005), "Students in schools with good school libraries learn more, get better grades, and score higher on standardized test scores"(p.4). As Ranganthan(1962) quoted ' The result of modern re-thinking on education is to make the library the heart of the school, from which every activity in the school radiates and by which it all gets irradiated'. International Association of School Librarianship (IASL) Policy statement on school libraries remarks that the school library is essential to "the development of the human personality as well as the spiritual, moral, social, cultural and economic progress of the community"(p.1).

Fiction. South Asia Studies. Selected and translated from the Tamil by Pritham Chakravarthy. Edited by Rakesh Khanna. New Edition. The follow-up to 2008's successful first collection featuring stories by Indra Soundar Rajan, Jeyaraj, Pushpa Thangadorai, Rajesh Kumar, Indumathi, M.K.Narayanan, and Resakee. A young woman's fascination with blue films leads to a bizarre murder! A bloodline of debauched maharajas falls prey to an evil curse! A beautiful girl uses karate to retrieve a stolen idol! Seven thrilling tales from seven Indian and Singaporean masters of action, suspense, and horror!

Textbook

A scholarly work examining the continuing evolution of the magazine—part of the popular *Handbooks in Media and Communication* series *The Handbook of Magazine Studies* is a wide-ranging study of the ways in which the political economy of magazines has dramatically shifted in recent years—and continues to do so at a rapid pace. Essays from emerging and established scholars explore the cultural function of magazine media in light of significant changes in content delivery, format, and audience. This volume integrates academic examination with

pragmatic discussion to explore contemporary organizational practices, content, and cultural impact. Offering original research and fresh insights, thirty-six chapters provide a truly global perspective on the conceptual and historical foundations of magazines, their organizational cultures and narrative strategies, and their influences on society, identities, and lifestyle. The text addresses topics such as the role of advocacy in shaping and changing magazine identities, magazines and advertising in the digital age, gender and sexuality in magazines, and global magazine markets. Useful to scholars and educators alike, this book: Discusses media theory, academic research, and real-world organizational dynamics Presents essays from both emerging and established scholars in disciplines such as art, geography, and women's studies Features in-depth case studies of magazines in international, national, and regional contexts Explores issues surrounding race, ethnicity, activism, and resistance Whether used as a reference, a supplementary text, or as a catalyst to spark new research, *The Handbook of Magazine Studies* is a valuable resource for students, educators, and scholars in fields of mass media, communication, and journalism. A sumptuous literary feast of a handful of gothic plots from the aspiring writers across India whose creative vigor will capture the depths of reader's minds and leave them spellbound even after reading. This anthology, with its distinctive, haunting poems and stories inculcate the reader's spirit with resonating eeriness and a frightening sensation. The element of Horror represented in the anthology includes either the psychological horror or supernatural horror sub-genre or even the outpour of realistic horror. The anthology offers a fresh insight into the genre of Horror and the collection emerges as a milestone due to its appalling uniqueness.

It's a great pleasure in presenting this fifth thoroughly revised edition of the book on Computer Applications in Business. In this revised edition, the book includes Operating System, E-Commerce & Internet, System Analysis & Design, Computer based Information System and Database.

Riya Mary Peter & Dr. V P Rathi

1. Is living in the USA expensive? 2. How is the US college experience different from the Indian college experience? 3. What are public and private schools in the US? 4. What do people who have stayed abroad for 20+ years miss about India? 5. What do people who have returned to India after a long time abroad say about missing the US? Read the answers to all these questions and more in this fun-filled book about my American adventure! Read about my stay along with my husband and kids in the US as I zigzag across College Station, TX, Long Island, NY, and Detroit, MI. Bon Voyage!

The Rough Guide Snapshot to Tamil Nadu is the ultimate travel guide to this beautiful part of India. It guides you through the state with reliable information and comprehensive coverage of all the sights and attractions, from the teeming metropolis of Chennai to the sacred temples at Mamallapuram and Thanjavur, and from the former French colony of Puducherry to the wild elephants of Mudumalai Wildlife Sanctuary. Detailed maps and up-to-date listings pinpoint the best cafés, restaurants, hotels, hostels and shops ensuring you have the best trip possible, whether passing through, staying for the weekend or longer. Also included is the Basics section from *The Rough Guide to India*, with all the practical information you need for travelling in and around Tamil Nadu, including transport, food, drink, costs, health, activities and tips for travelling with children. Also published as part of *The Rough Guide to India*. Full coverage: Chennai (Madras), Mamallapuram, Kanchipuram, Tiruvannamalai, Puducherry, Chidambaram, Gangaikondacholapuram, Kumbakonam, Darasuram, Thanjavur, Tiruchirappalli, Madurai, Rameshwaram, Kanyakumari, Western Ghats, Kodaikanal, Indira Gandhi Wildlife Sanctuary, Coimbatore, Coonoor, Udhagamandalam, Mudumalai Wildlife Sanctuary. (Equivalent printed page extent 142 pages).

World Literature is a vital part of twentieth-first century critical and comparative literary studies. As a field that engages seriously with function of literary studies in our global era, the study of World literature requires new approaches. *The Cambridge History of World Literature* is founded on the assumption that World Literature is not all literatures of the world nor a canonical set of globally successful literary works. It highlights scholarship on literary works that focus on the logics of circulation drawn from multiple literary cultures and technologies of the textual. While not rejecting the nation as a site of analysis, these volumes will offer insights into new cartographies – the hemispheric, the oceanic, the transregional, the archipelagic, the multilingual local – that better reflect the multi-scalar and spatially dispersed nature of literary production. It will interrogate existing historical, methodological and cartographic boundaries, and showcase humanistic and literary endeavors in the face of world scale environmental and humanitarian catastrophes.

Third Completely Revised and Updated Edition *Mass Communication in India* is a result of the author's in-depth study and understanding of the media. The book deals with a general introduction to Communication Theory, Advertising, Television, Effects of Media and Development. In short, the book is designed to give the student of Mass Communication a general and comprehensive view of the modern and traditional media in India. It meets the objective of being a text book as well as a book that gives an overview of mass communication in India.

This book introduces the latest advances in Corpus-Based Translation Studies (CBTS), a thriving subfield of Translation Studies which forms an important part of both translator training and empirical translation research. Largely empirical and exploratory, a distinctive feature of CBTS is the development and exploration of quantitative linguistic data in search of useful patterns of variation and change in translation. With the introduction of textual statistics to Translation Studies, CBTS has geared towards a new research direction that is more systematic in the identification of translation patterns; and more explanatory of any linguistic variations identified in translations. The book traces the advances from the advent of language corpora in translation studies, to the new textual dimensions and shift towards a probability-variation model. Such advances made in CBTS have enabled in-depth analyses of translation by establishing useful links between a translation and the social and cultural context in which the translation is produced, circulated and consumed.

This book explores the transformation of Indian media in the context of two major developments: globalisation (which Sociologist Anthony Giddens terms as being 'revolutionary') and advances in communication technologies. It is rich in empirical details of how the Indian media has evolved in the past two decades, particularly in the context of potential to transform, construct and nurture particular identities in response to globalisation. The study of the transformation of Indian media is significant because not only has globalisation allowed access to a host of things hitherto represented as 'foreign' to Indian culture by the media, but it has also opened the floodgates for foreign media. Adopting a multi-disciplinary approach, this book looks at the role of media in purveying political, economic and cultural identities, the current definitions of 'we', 'they', and the 'other', and how the 'other' is perceived in contemporary India. The discussions cover all forms of media, that is, newspaper, films, radio, television and online media, along with media policy and other economic challenges facing the media.

Explores the manifestation of Indian identity, embodiment and affect online in the context of the global marketplace

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