

## BHARATI VIDYAPEETH'S

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)** 

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Suggested Readings & E-resources:

1. Jethwaney, J. N. (2016). Social Sector Communication in India: Concepts, Practices, and Case Studies: New Delhi: Sage Publications.

2. Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change. Contributors, Lawrence Erlbaum Associates

3. Schwitzer, G. (2009). The State of Health Journalism in the U.S. Menlo Park, CA: Henry J. Kaiser Family Foundation.

4. S. Renata (2013). Health Communication: From Theory to Practice, John Wiley & Sons

5. www. Nathealthindia.org: Healthcare Federation of India

6. www.healthjouralism.org, Association of Health Care Journalists

7. www.reportingonhealth.org, Reporting on the Health, The Health Journalism Fellowship

8. www.jomc.unc.edu, Science and Medical Journalism

9. www.nrhm.gov.in

10. <u>www.unicef.org/publications</u>

11. www.mohfw.nic.in