

TABLE 10
TOTAL NUMBER AND LIST OF THE BOOKS FOR
THE ARTS IN THE KBU LIBRARY

| No. | title | author | year | amount | exp_5 |
|-----|--|--------------------------------|------|--------|---------|
| 1 | A Virtuous Circle Political Communications in Postindustrial societies | Norris, , Pippa. | 2000 | 1 | |
| 2 | Advertising communications & promotion management □ | Rossiter, , John R. | 1996 | 3 | 2nd ed |
| 3 | Basics of Video Production | Lyver, , Des | 1999 | 1 | 2nd ed |
| 4 | Broadcast news writing,reporting,and producing | White, , Ted | 2002 | 1 | 3rd ed |
| 5 | Broadcast writing | Walters, , Roger L. | 1994 | 1 | 2nd ed |
| 6 | Communicate ! | Verderber, , Rudolph F. | 1995 | 1 | 8th ed |
| 7 | Communicate! | Verderber, , Rudolph F. | 2005 | 1 | 11th ed |
| 8 | Communication in our lives | Nood, , Julia T. | 2003 | 1 | 3rd ed |
| 9 | Communication in the small group : Theory and practice | Schultz, , Beatrice G. | 1996 | 1 | 2nd ed |
| 10 | Communication Research : Strategies and Sources | Rubin , Rebecca B. | 1995 | 1 | 4th ed |
| 11 | Communication research : Strategies and sources | Rubin , Rebecca B. | 1999 | 1 | 5th ed |
| 12 | Communication Theories : Origins, Methods, and Uses in the Mass Aedia | Severin, , Werner J. | 2001 | 1 | 5th ed |
| 13 | Communication theories : perspective, processes and contexts | Miller, , Katherine | 2001 | 1 | |
| 14 | Comunicate 1 | Verderber, , Rudolph F. | 1999 | 2 | 9th ed |
| 15 | Corporate communication | Argenti, | 1998 | 2 | 2nd ed |
| 16 | Corproate Media Production | Dizazzo, , Ray | 2000 | 1 | |
| 17 | Effective crisis communication : Moving from crisis to opportunity | Ulmer, Robert R. | 2007 | 1 | |
| 18 | Effective Communication for Colleges | Brantley, , Clarice Pennebaker | 2002 | 1 | 9th ed |
| 19 | Electronic moviemaking | Gross, , Lynne Schafer. | 2000 | 1 | 4th ed |
| 20 | Emerging Communications Technologies | Black , Uyless D. | 1997 | 1 | 2nd ed |
| 21 | Essentials of human communications | Devito, Joseph A. | 2006 | 2 | 5th ed |
| 22 | Essentials of human communication | DeVito, , Joseph A. | 1996 | 1 | 2nd ed |

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| 23 | Essentials of Mass Communication Theory | Berger, , Arthur Asa | 1995 | 1 | |
| 24 | How it's done : An Invitation to Social Research | Adler, , Emily Stier. | 1999 | 1 | |
| 25 | Intercultural communication : an introduction | Jandt, , Fred E. | 1998 | 1 | |
| 26 | Investigating communication : an Introduction to research methods | Frey, , Lawrence R. | 2000 | 1 | 2nd ed |
| 27 | Management communication | Bell, Arthur H. | 2006 | 1 | 2nd ed |
| 28 | Management of electronic media | Albarran, , Alan B. | 2002 | 1 | 2nd ed |
| 29 | Mass Comunication Theory : Foundation, ferment and Future | Baran, , Stanley J. | 1999 | 1 | 2nd ed |
| 30 | Mass Media Reseach : An introduction | Wimmer , Roger D. | 1997 | 1 | 5th ed |
| 31 | Mass media research an introduction | Wimmer , Roger D. | 1994 | 1 | 15th ed |
| 32 | Mcgraw- Hill dictionary of computing and communications | Licker, , Mark D. (edited.) | 2003 | 1 | |
| 33 | McQuail's mass communication theory | Mass media | 2001 | 1 | 4th ed |
| 34 | Media / impact : an introduction to mass media | Biagi , Shirley | 1993 | 1 | 2nd ed |
| 35 | Media Policy : convergence, concentration and commerce | sage public | 1998 | 1 | |
| 36 | Media research techniques | Berger, , Arther Asa. | 1998 | 1 | 2nd ed |
| 37 | Media/impact : an introduction to mass media | Biagi , Shirley | 1999 | 1 | 2nd ed |
| 38 | Media/Society : Industries,Images,and audiences | Croteau , David | 1997 | 1 | |
| 39 | Mediations : Text and discourse in media studies | Tolson , Andrew | 1996 | 1 | |
| 40 | Organizational behavior : Concepts controversies and applicationst | Robbins, , Stephen P. | 1993 | 5 | 6th ed |
| 41 | Organizational communication : Approaches and processes | Ailler, , Katherine. | 2003 | 1 | 3rd ed |
| 42 | Persuasion : reception and responsibility | Larson, , Charles U. | 2001 | 1 | 9th ed |
| 43 | Persuasion : Reception and responsibility | Larson, , Charles U. | 1998 | 1 | 8th ed |
| 44 | Persuasion : Reception and responsibility | Larson, , Charles. | 2004 | 1 | 10th ed |
| 45 | Persuasion and influence in american life | Woodward, , Gary C. | 2004 | 1 | 5th ed |
| 46 | Persuasion,social influence and compliance gaining | Gass, , Robert H. | 2003 | 1 | 2nd ed |
| 47 | Promotion management & marketing communications | Shimp, , Terence A. | 1993 | 2 | 3rd ed |
| 48 | Public relations : strategies and tactics | Wilcox, , Dennis L. | 1998 | 1 | 5th ed |

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| 49 | Public relations writing : form and style | Newoom , Doug | 1998 | 1 | |
| 50 | Reading Audiences : Young People and the Media | Buckingham, , David. (၄၅၅) | 1993 | 1 | |
| 51 | Television form and Public Address | Corner, , John. | 1995 | 1 | |
| 52 | The Art of public speaking | Lucas, , Stephen E. | 2007 | 2 | 9th ed |
| 53 | The broadcaster's legal guide for conduction conterst and promotions. | Albert, , Jamees A. | 1985 | 1 | 2nd ed |
| 54 | The Circuit of Mass Communication | Miller, , David. (edited.) | 1998 | 1 | |
| 55 | The dyanmics of persuasion : Communication and attitudes in the 21st century | Perloff, , Richard M. | 2003 | 1 | 2nd ed |
| 56 | The first vetsatile book on Thai advertising | Nongrat , Siriphongsukarn | 1998 | 2 | |
| 57 | The global ization of new | Boud- Barrett Oliver (၁၇၇) | 1998 | 1 | |
| 58 | The Practice of public relations | Scitel, , Fraser P. | 2004 | 1 | 9th ed |
| 59 | Theories of Communication : A Short Introdution □ | Mattelart , Armand | 1998 | 1 | |
| 60 | Theories of Human Communion | Littlejohn , Stephen W. | 1999 | 1 | 6th ed |
| 61 | Understanding mass communication | Defleur, , Melvin L. | 1998 | 1 | 6th ed |
| 62 | Visual communication : Images with messages | Lester, , Paul Martin. | 2003 | 1 | 3rd ed |
| 63 | Writing for television, radio and new media | Hilliard, , Robert L. | 1999 | 2 | 7th ed |