

BIBLIOGRAPHY

1. @PMOIndia (2015). Retrieved June 21, 2015 from <https://twitter.com/PMOIndia>.
2. *21 best social media campaigns* (2015). [Web log post]. Retrieved from <http://lighthouseinsights.in/21-best-social-media-campaigns-quarter-1-2015.html>.
3. *25 best Indian social media campaigns 2013* (2013). [Web log post]. Retrieved from <http://www.socialsamosa.com/2013/12/>.
4. *A Conversation with PR 2.0 Guru Diedre Breakenridge* (2012). Retrieved from www.text100.com.
5. *About us* (2012). Retrieved December 18, 2012 from <http://www.du.ac.in/index>.
6. *About us* (2012). Retrieved December, 14, 2012 from <http://www.delhipolice.nic.in/home/about/history2>.
7. *About us* (2015). Retrieved from www.digitalindia.gov.in/content/about-programme.
8. *About us* (2015). Retrieved July 12, 2015, from <http://www.amity.edu/app>.
9. Aday, S., Farrell, H., Lynch, M., Sides, J., Freelon, D. (2011), New media and conflict after the Arab spring. United States Institute of Peace (pp 3-4).
10. Alfonso, G.H. & Smith, S. (2008). Crisis communications management on the web: how internet-based technologies are changing the way public relations professionals handle crisis. *Journal of Contingencies and Crisis Management*, 16(3), 143-153.
11. Alonso, M. (2015). 3 Cores of New Age PR: Is Tweeting Public Relations (pp 1). Retrieved from www.smallbiztrends.com.
12. *Assocham Report: PR and its future prospects* (2012). Retrieved from www.assochem.org.
13. Baruah, T.D. (2012, May 5). Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research Publications*, Volume 2, Issue 5, ISSN 2250-3153.
14. Bates S., *A History of Mobile Application Development*, 2014
15. Bertot, J.C. & Jarger, P. (2010). Designing, implementing, and evaluating user-centered and citizen-centered e-government. *International Journal of Electronic Government Research*, 6(2), pp 17.

16. Bertot, J.C., Jaeger, P., Munson, S., & Glaisyer, T. (2010). Social media technology and government transparency. IEEE Computer Society, November, 2010 issue.
17. Bhargava, D. (2010). The use of Internet in public relations and its impact on the practice: A New Zealand perspective. School of Communications Studies, Faculty of Design and Creative Technologies, Auckland University of Technology (pp 17).
18. Bhatt, S.C (2000), Press Information Bureau: History, Evolution and Future, pp 1
19. Blumler J.G. & Katz, E. (1974). The uses of mass communications: Current perspectives on gratifications research. Beverly Hills, CA: Sage.
20. Bowman, S. and Willis, C. (2003). We Media: American Press Institute (pp 7).
21. Bowman, S. and Willis, C. (2003). We Media: American Press Institute (pp 8).
22. Breakenridge, D. (2008). PR 2.0: new media, new tools, new audiences. Upper Saddle River, New Jersey: Pearson education (pp 27).
23. Breakenridge, D. (2014), Social Media skills and abilities. Retrieved from http://www.prsa.org/jobcenter/career_resources/resource_type/tools_tactics/social_media.
24. *By 2017, India to have largest Facebook users* (January 22, 2015). Retrieved August 12, 2015, from <http://articles.economictimes.indiatimes.com>.
25. *Campaign Lootera Review* (2013). [Web log post]. Retrieved from <http://www.socialsamosa.com/2013/07/campaign-review-lootera>.
26. *Changing Media, Changing Roles: New Media Comes of Age* (2006, August 10). FAD Research, (pp 4).
27. *Chinese mobile phone makers storm India* (2015). Retrieved from <http://www.cnbc.com>.
28. Christ, P. (2005). Internet technologies and trends transforming public relations. Journal of Website Promotion, 1(4), 3-14.
29. *Communication campaigns 2014* (2014). Retrieved from <http://www.augure.com>.
30. *Delhi Metro Museum* (2015). Retrieved June 21, 2015 from <https://www.facebook.com/pages/DELHI-METRO-Museum>.
31. *Delhi Traffic Police* (2015). Retrieved July 9, 2015, from <https://www.facebook.com/dtptraffic>.
32. *Digital India* (2015). Retrieved from <http://india.gov.in/digitalindia>.

33. *Digital marketing courses in India* (2013). Retrieved from <http://www.socialbeat.in>.
34. *Digital media picks up pace in India* (2015). Retrieved from <http://www.business-standard.com/article/companies/digital-media-picks-up-pace-in-india>.
35. *Facebook ahead Delhi Traffic Polices social networking website helps nail roadhogs offenders* (2015). Retrieved from <http://www.dailymail.co.uk>.
36. *Ford Figo Aspire whatdrivesyou campaign* (2015). Retrieved from <http://lighthouseinsights.in/ford-figo-aspire-whatdrivesyou-campaign.html>.
37. *Ford wants make all car launches social media first campaigns* (2015). Retrieved from <http://www.thedrum.com/news>.
38. *Gatekeeping Theory*. (2015). Retrieved from <http://communicationtheory.org/gatekeeping-theory>.
39. Gordon, J. (2011) Short & Sweet: The Whys and Hows of Twitter for Communications Professionals (pp 5). Retrieved from www.fanton.com.
40. Grabowski, M. (2012). Public Relations and the Internet (pp 2).
41. Graham, M., Every, E.J, (2013). Government Public Relations and Social Media: An Analysis of the Perceptions and Trends of Social Media Use at the Local Government Level. Public Relations Journal Vol. 7, No. 4, ISSN 1942-4604, Public Relations Society of America.
42. Gustafson, Robert L. and Steven R. Thomsen. (1996), Merging the Teaching of Public Relations and Advertising Onto the Information Superhighway. Public Relations Quarterly, 41 (1), 38-42.
43. Hallahan, K., (2004). Protecting an organization's digital public relations assets. Public Relations Review, Vol. 30, pp. 255-268. DOI: 10.1016/j.pubrev.2004.04.001
44. Hoggatt, L (1999). New Media Technology. School of Mass Communication and Journalism, San Jose State University (pp 1).
45. Horton, J. (2009). PR and Social Media (pp 1). Retrieved from [www. http://www.online-pr.com/Holding/PR_and_Social_media.pdf](http://www.online-pr.com/Holding/PR_and_Social_media.pdf).
46. Horton, J. (2009). PR and Social Media. Retrieved from http://www.online-pr.com/Holding/PR_and_Social_media.pdf (pp 1).
47. *India to have largest number of Facebook users on mobile by 2017* (2015), Retrieved August 12, 2015, from <http://www.msn.com>.
48. *Indian social media digital marketing agencies* (2014). Retrieved from <http://www.soravjain.com>.
49. *Internet Usage* (2014). Retrieved from www.internetlivestats.com.

50. James, M. (2009). A review of the impact of new media on public relations: Challenges for terrain, practice and education (pp 145). Retrieved from www.pria.com.au.
51. James, M. (2009). A review of the impact of new media on public relations: Challenges for terrain, practice and education (pp-146). Retrieved from www.pria.com.au.
52. Johnson, T.J. and Kaye, B.K. (2004). Wag the blog: how reliance on traditional media and the internet influence credibility perceptions of weblogs among blog users. *Journalism & Mass Communication Quarterly*, Vol. 81, (622-42).
53. Kashish. (January 15, 2015). Over 500 million Internet users in India by 2020. Retrieved from www.ndtv.com.
54. *Knowledge Centre, PR News Wire* (2013). Retrieved from <http://www.prnewswire.com/knowledge-center/online-public-relations>.
55. Kumar, R. (2012). Social Media Strategy Review: Flipkart. [Web log post]. Retrieved from www.socialsamosa.com.
56. Larabie, C. (2011). A Reflection on the Role of New Media – From Peer-to-Peer to Protest. *The McMaster Journal of Communication* 2011, Volume 7, Issue 1, 2-3.
57. Ledingham, J.A. (2003). Explicating relationship management as a general theory of public relations. *Journal of Public Relations Research*, 15, 181-198.
58. Lindic, J (2006). How do Corporations use Internet for Public Relations (pp 2). Retrieved from <http://aisel.aisnet.org>.
59. Lindic, J. (2006). How Do Corporations Use Internet for Public Relations? (pp 1). Retrieved from <http://aisel.aisnet.org>.
60. *Mastering Public Relations in Social Media* (2015). Retrieved from http://assets2.prnewswire.com/documents/wp_Mastering_Public_Relations_in_Social_Media.pdf.
61. Matei, S.A, (2010). What can uses and gratifications theory tell us about social media. Retrieved from <http://matei.org/ithink/2010>.
62. Mayhall, R. M. (2005). Using the Internet to communicate your message (pp 10). Retrieved from www.Hieran.com.
63. Mayhall, R. M., (2005). Using the Internet to communicate your message (pp 1). Retrieved from www.Hieran.com.
64. Mayhall, R. M., (2005). Using the Internet to communicate your message (pp 7). Retrieved from www.Hieran.com.

65. Mehta, D.S (2004). Handbook of Public Relations. Allied Publishers Private Limited. New Delhi. ISBN 81-7023-334-8.
66. McAllister, S. and Taylor, M. (2007). Community college web sites as tools for fostering dialogue. *Public Relations Review* (pp 230–232).
67. Michaelian, B. (2012). New and Social Media, Is There a Difference and Does It Matter. [Web log post]. Retrieved from <http://www.worksmartmomprenuers.com/blog/socialmedia/new-and-social-media-is-there-a-difference-and-does-it-matter/>.
68. Middleberg, D. (2001). *Winning PR in the wired world*. New York: McGraw-Hill.
69. Murgolo-Poore, E., Pitt, L.F. & Ewing, M.T. (2002). *Public Relations Review*, 28 (1), 113-123.
70. Murphy, John H., Neal M. Burns, John D. Leckenby, Deborah K. Morrison, and Jef I. Richards (Eds.) (2001), *Advertising Education Summit: Findings and Recommendations* (December). Austin, Texas: University of Texas, Department of Advertising. Retrieved from <http://www.ciadvertising.org/studies/reports/summit2001.html>.
71. *National e-governance plan* (2015). Retrieved from <http://india.gov.in/e-governance/national-e-governance-plan>.
72. *New Media* (2011). Retrieved December 17, 2012 from http://en.wikipedia.org/wiki/New_media.
73. *Newspapers stabilizing but still threatened* (2013). Retrieved from <http://www.stateofthedia.org/2013/newspapers-stabilizing-but-still-threatened>.
74. Ningthoujam, P. (2009). Use of New Media tools. Retrieved from www.indiaprblog.com.
75. Porter, L., Sweetser Trammell, K., Chung, D., & Kim, E. (2007). Blog power: Examining the effects of practitioner blog use on power in public relations. *Public Relations Review*. 33, 92–95.
76. Porter, L., Sweetser, K and Chung, D. (2009), *Blogsphere and Public Relations*, *Emerald Journal of Communications*, Vol. 13, No. 3, 250-51.
77. Porter, L., Sweetser, K. and Chung, D. (2009), *Blogsphere and Public Relations*, *Emerald Journal of Communications*, Vol. 13, No. 3, 261.
78. Porter, L.V. and Sallot, L.M. (2003). The internet and public relations: investigating practitioners' roles and World Wide Web use. *Journalism & Mass Communication Quarterly*, Vol. 80 No. 3 (pp 603-622).
79. Porter, L.V. and Sallot, L.M. (2005). Web power: a survey of practitioners' World Wide Web use and their perception of its effects on

- their decision-making power. *Public Relations Review*, Vol. 31 No. 1 (pp 111-119).
80. Praeli, Y.S., (2011). *New Media and the Freedom of Press*. Reuters Institute For The Study Of Journalism, Oxford University. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/about/news/item/article/new-media-and-freedom-of-the-press.html>.
 81. *Public Relations in India* (2015). Retrieved June 21, 2015, from <https://en.wikipedia.org>.
 82. *Public Sector* (2011). Retrieved from www.wikipedia.org
 83. *Public Sector* (2012). Retrieved December 12, 2012, from <http://en.wikipedia.org>.
 84. Purcell, K. (ed) (2010). *Understanding the Participatory News Consumer: Pew Research Center* (pp 4).
 85. Purcell, K. (ed) (2010). *Understanding the Participatory News Consumer: Pew Research Center* (pp 6).
 86. Purcell, K. (ed) (2010). *Understanding the Participatory News Consumer: Pew Research Center* (pp 19).
 87. *Ranveer Priyanka Anil Anushka Dil Dhadakne Do trailer goes viral* (2015). Retrieved from <http://www.indiatvnews.com/entertainment/bollywood/-21602.html>.
 88. Rao, M. (2015). *Internet growth, impacts and success: what will India be like with 550 million users in 2018?*. Retrieved from <http://yourstory.com/2015/02/internet-india-2018>.
 89. *Rate Card* (2015). Retrieved June 12, 2015 from http://www.davp.nic.in/Em_rcav.html.
 90. *Rates* (2015). Retrieved june 20, 2015 from <http://www.releasemyad.com/display-ad>.
 91. *Report on Internet Banking* (2001), Retrieved from <https://www.rbi.org.in/scripts/PublicationReportDetails>.
 92. *Metro Museum* (2015). Retrieved July 15, 2015 from <https://www.facebook.com/pages/DELHI-METRO-Museum>.
 93. *Rise in internet penetration changing face of digital India* (2015). Retrieved from <http://www.iamwire.com/2015/01/rise-internet-penetration-changing-face-digital-india/108808>.
 94. Rust, Roland T. and Richard W. Oliver. (1994), *Notes and Comments: The Death of Advertising*, *Journal of Advertising*, 23 (4), 71-77.
 95. Sardar, S. (2010). *How Social Media should be understood in the corporate world*. Retrieved from www.examiner.com.

96. Schmidt, M. (2010). *New Media: Expanding Press Freedom*. *New Media: The Press Freedom Dimension*. UNESCO (pp 4-5).
97. Siu, Wai-Sum and Lewis L. Chau. (1998). Teaching Marketing Research with the Internet. *Journal of Education for Business*, 74, (1), 44-49.
98. Smith, A. (2011). Why Americans use social media. Retrieved from <http://www.pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>.
99. Smith, B. (2011). Why Social Media is the New Public Relations, *FixCourse Newsletter* (pp 3).
100. Socha, B. and Eber-Schmid, B. (2012), What is New Media, <http://www.newmedia.org/what-is-new-media.html>.
101. Socha, B. and Eber-Schmid, B. (2012). What is New Media. Retrieved from <http://www.newmedia.org/what-is-new-media.html>.
102. *Social media blunders in Indian companies* (2015). Retrieved from <http://www.officechai.com/learn/social-media-blunders-indian-companies>.
103. *Social media digital marketing agencies India* (2014). [Web log post]. Retrieved from <http://www.socialsamosa.com/2014/03/list-social-media-digital-marketing-agencies-india>.
104. *Social media the game changer of Lok Sabha elections 2014* (2014). Retrieved from <http://centerac.com>.
105. *Social media's role in modern public relations* (2015). Retrieved from <http://www.prdaily.com/Main/Articles>.
106. Taylor, M., & Kent, M. (2007), Taxonomy of mediated crisis responses. *Public Relations Review*. 33, 140–146.
107. *The ARPANET* (2012). Retrieved June 22, 2015, from home.web.cern.ch.
108. *The difference between pr marketing and advertising* (2013). Retrieved from <http://heartifb.com/2013/10/23/the-difference-between-pr-marketing-and-advertising>.
109. *The growth of Indian public relations* (2015). Retrieved from <http://www.prmoment.in/1083/>.aspx>.
110. *The importance of pr in today's government* (2009). Retrieved from <http://prssautsa.com/2012/02/12>.
111. *The Importance of Social Media in Public Relations* (2012). Retrieved from www.maximisesocialmedia.com.
112. *The iphone is not a smart phone* (2007). Retrieved from <http://www.engadget.com>.

113. Thomas, V. (2012), How is Social Media Evolving PR. Retrieved from www.pitchonnet.com.
114. Torossian, R. (2014). What Is The Impact Of Social Media On PR? Retrieved from <http://www.business2community.com>.
115. Trammell, K.D. and Keshelashvili, A. (2005). Examining the new influencers: a self-presentation study of A-list blogs. *Journalism & Mass Communication Quarterly*, Vol. 82, (968-82).
116. *Twitter India userbase report* (2015), Retrieved July 7, 2015, from <http://www.huffingtonpost.in>.
117. *University of Delhi* (2015). Retrieved July 12, 2015, from <https://www.facebook.com/UniversityofDelhi>.
118. *University of Delhi* (2015). Retrieved July 12, 2015, from <https://www.youtube.com/user/UniversityDelhi/about>.
119. Van der Merwe, R., Pitt, L. & Abratt, R. (2005). Stakeholder Strength: PR Survival Strategies in the Internet age. *Public Relations Quarterly*. 50, 29–39.
120. Van der Merwe, R., Pitt, L. & Abratt, R. (2005). Stakeholder Strength: PR Survival Strategies in the Internet age. *Public Relations Quarterly*. [Electronic version] 50, 29–39.
121. *Vodafone India: Most Engaging Facebook Page for October, 2012* (2012). [Web log post]. Retrieved from www.socialsamosa.com.
122. *Whats it with Indians and social networks* (2014), Retrieved August 12, 2015, from <http://www.livemint.com>.
123. *WhatsApp service, a success* (2015). Retrieved July 11, 2015, from www.ptinews.com.
124. Wright, D., Hinson, M (2010). How New Communications Media Are Being Used in Public Relations: A Longitudinal Analysis. *Public Relations Journal* - Vol. 4, No. 3, 2010, PRSA (pp 4).
125. Wright, D., Hinson, M (2010). How New Communications Media Are Being Used in Public Relations: A Longitudinal Analysis. *Public Relations Journal* - Vol. 4, No. 3, 2010, PRSA (pp 5).