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Ekta Khare & Dev Bukhsh Singh

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## Green Nanomaterials for Industrial Applications

Micro and Nano Technologies

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## Chapter 5 - Green biosynthesized metallic nanoparticles and future biomedical applications

Harish Chandra <sup>a</sup>, Pragati Kumari <sup>b</sup>, Archana Yadav <sup>c</sup>, Saurabh Yadav <sup>d</sup>

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Chapter 15

## A Hybrid Approach for Feature Extraction From Reviews to Perform Sentiment Analysis

Alok Kumar ✉, Renu Jain ✉

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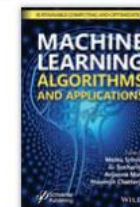
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### Summary

In this chapter, a hybrid approach to extract the important attributes called features of a product or a service or a professional from the textual reviews/ feedbacks has been proposed. The approach makes use of topic modeling concepts and the linguistic knowledge embedded in the text using Natural Language Processing tools. A system has been implemented and tested taking the feedbacks of two different domains: feedback of teachers and feedback of laptops. The system tries to extract all those features (single word and multiple words) for which users have expressed their opinion in the reviews. The syntactic category and the frequency contribute in deciding the importance of a feature and a numerical value between zero and one called weight is generated for each identified feature representing its significance. Results obtained from the proposed system are comparable if extraction from the text is done manually.



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# Bioentrepreneurship and Transferring Technology Into Product Development



David Agarwal, David Huxford, and Norman Etkin

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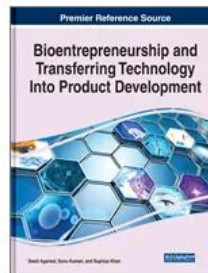
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## Entrepreneurship in Industrial Biotechnology: Biotech Entrepreneurship

Shaili Yadav (Janta College, Chhatrapati Shahu Ji Maharaj University, Kanpur, India) and Jyoti Mathur (Banasthali University, India)

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### Abstract

In the 20th century, biotechnology has been growing quickly on industrial platforms with a vast scope for innovation and the entrepreneurial market. Entrepreneurship in biotechnology including its various sub-disciplines focuses on biotech commercial components and possible fundamental strategies combined with laboratory practical analysis and productive outcome of working biotech entrepreneurs, professionals, researchers, and scientists. Likewise, biotechnology in India has risen with the various pharma-biotechnology-based industries leading the charge. Across India, more than 350 well-capitalized companies are working in various related fields of biotechnology including biopharmaceuticals, nanotechnology, bio-services, agriculture computational biotechnology, and bioinformatics.

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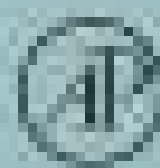
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## Chapter 19 - Pharmacokinetics and pharmacodynamics analysis of drug candidates

Satendra Singh<sup>1</sup>, Dev Bukhsh Singh<sup>2</sup>, Budhayash Gautam<sup>1</sup>, Anamika Singh<sup>3</sup>, Namrata Yadav<sup>4</sup>

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## Abstract

Pharmacology deals with the activity of the drug in humans and the response of the body to the drug. Designing suitable drug molecules requires comprehensive prediction and analysis of the properties of drug candidates. Pharmacokinetics includes how the body absorbs, distributes, bio-transforms, and excretes drug molecules. Pharmacodynamics deals with the action of drug molecules at the site of action and its effect on the body. In

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[Suchitra M. Ajjarapu](#)<sup>1,2</sup>, [Apoorv Tiwari](#)<sup>1,3</sup>, [Pramod Wasudeo Ramteke](#)<sup>3,4,5</sup>, [Dev Bukhsh Singh](#)<sup>6</sup>, [Sundip Kumar](#)<sup>1</sup>

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### Abstract

**Drug** discovery and optimization of lead compounds become complex when 3D structures of **macromolecules** are not available. The advancement in computer-aided drug designing and high-throughput virtual screening has opened new doors for significant therapeutic approaches in modern technology instead of conventional methods which are found to be cost-effective and time-consuming. So, this carried to be

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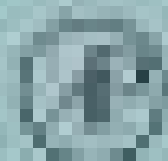
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Abstract

As we know that bioinformatics is recognized as the science of the 21st century and has tremendous potential for decoding complex biological systems via analysis and integration of multiomics data. It is a need of time to gain a deep understanding of the subject, methods, and applications for novel discovery. In the era of omics and advances of high-throughput sequencing technology, a huge amount of molecular data are

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# FUNCTIONAL MATERIALS PROCESSING FOR SWITCHABLE DEVICE MODULATION





## Functional Materials Processing for Switchable Device Modulation

Woodhead Publishing Series in Electronic and Optical Materials

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### 5 - Photo-switchable molecular wire-based organic electronic devices

Alka Gupta

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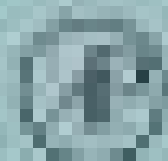




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## Chapter 18 - Molecular docking and molecular dynamics simulation

Sakshi Singh<sup>1</sup>, Qanita Bani Baker<sup>2</sup>, Dev Bukhsh Singh<sup>3</sup>

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## Abstract

Computational drug discovery methods provide valuable insights into the understanding of protein–ligand interaction systems in a virtual manner. Molecular docking and thermodynamic-based molecular dynamics (MD) simulation are important toolboxes for in silico drug discovery. Molecular docking is an approach, which employs the binding modes of small molecules or macromolecules in contact with protein receptors at the

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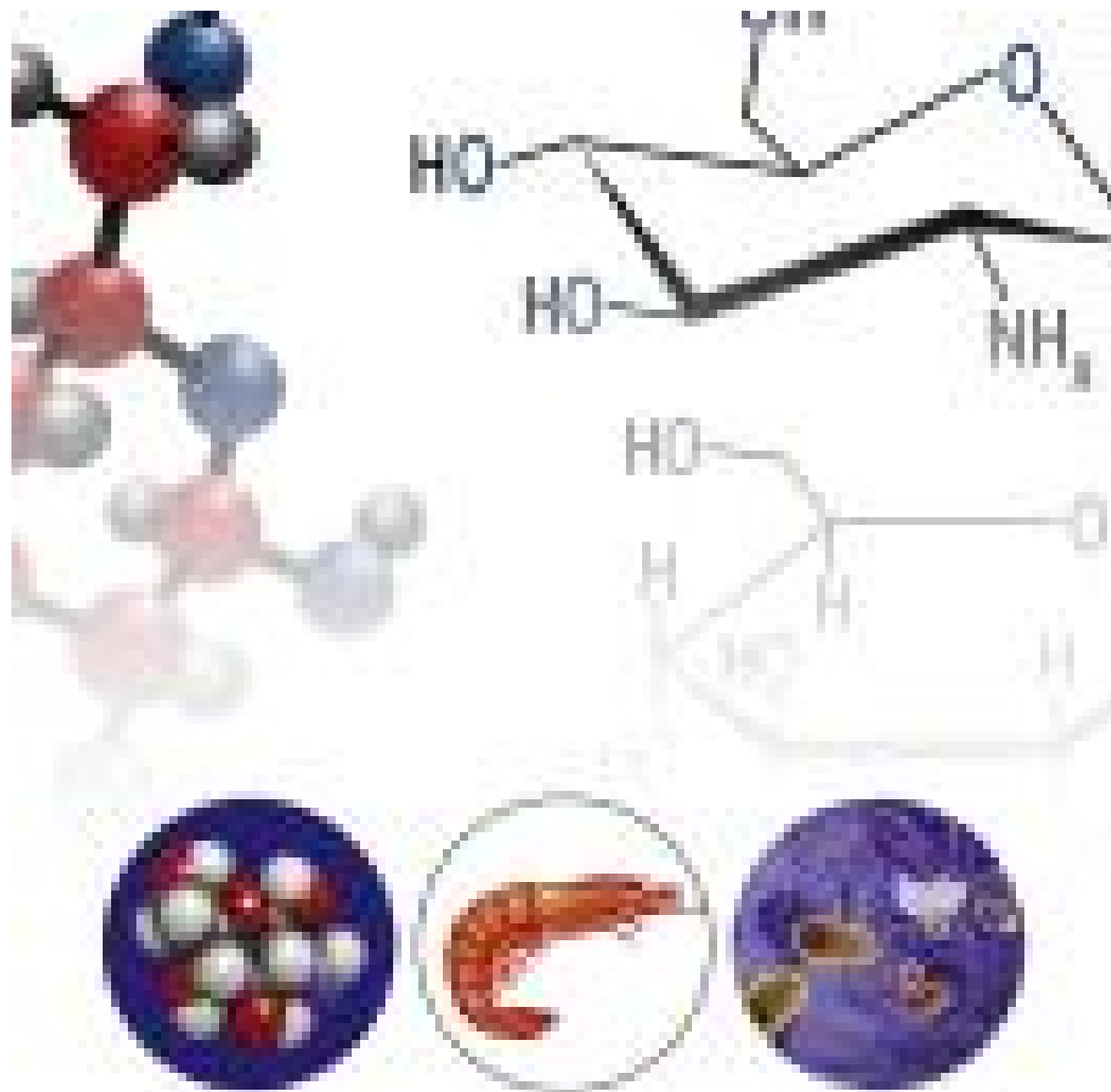
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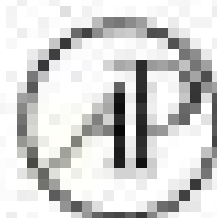
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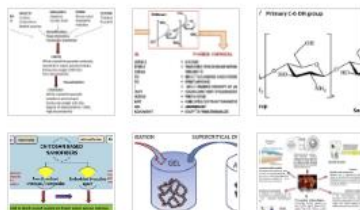
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Polycationic chitosan is a natural polymer widely used in the pharmaceutical, cosmeceutical, and health care sectors. Countless drug delivery systems, biosensors, and medical diagnostic kits are developed with the use of chitosan, because it is inherently antimicrobial, biocompatible, nontoxic, mucoadhesive, and biodegradable. Diverse functional groups adorned on chitosan assist in forming biologically active acylated,

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# Calcium Transport Elements in Plants

Edited by  
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## Calcium Transport Elements in Plants

2021, Pages 373-386



## Chapter 21 - Calcium uptake and translocation in plants

[Rajesh Kumar Pathak](#)<sup>1</sup>, [Dev Bukhsh Singh](#)<sup>2</sup>, [Himanshu Sharma](#)<sup>3</sup>, [Dinesh Pandey](#)<sup>4</sup>,  
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## Abstract

Calcium ( $\text{Ca}^{2+}$ ) is an essential nutrient for plants. It is a counter-cation for organic and inorganic anions in the vacuole, which is crucial for different structural functions in the cell wall and membranes. Besides, it coordinates responses to an array of developmental and environmental challenges. Its uptake involves its entry from soil solution into root

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Synthesis, Properties  
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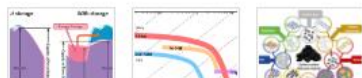
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## 19 - Nanocarbon-based-ZnO nanocomposites for supercapacitor application

Lalit Goswami<sup>1</sup>, Anamika Kushwaha<sup>2</sup>, Shivani Goswami<sup>3</sup>, Yogesh Chandra Sharma<sup>4</sup>,  
TaeYoung Kim<sup>5</sup>, Kumud Malika Tripathi<sup>6</sup>

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# Environmental Management of Waste Electrical and Electronic Equipment

EDITED BY DR. J. J. VAN DER LINDEN AND DR. A. J. M. H. VAN DER MEULEN





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2021, Pages 163-184



### 9 - Biological treatment, recovery, and recycling of metals from waste printed circuit boards

Shivani Goswami<sup>1</sup>, Anamika Kushwaha<sup>2</sup>, Lalit Goswami<sup>3</sup>, Narendra Singh<sup>4</sup>, Uday Bhan<sup>5</sup>, Achlesh Davey<sup>6</sup>, Chaudhery Mustansar Hussain<sup>7,8</sup>

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#### Abstract

The application of end-of-life strategies, especially in waste electrical and electronic equipment (WEEE) is becoming extremely relevant for sustainable development in manufacturing processes and circular economy models. Owing to this, printed circuit boards (PCBs) are important components embedded in WEEE. This chapter deals with

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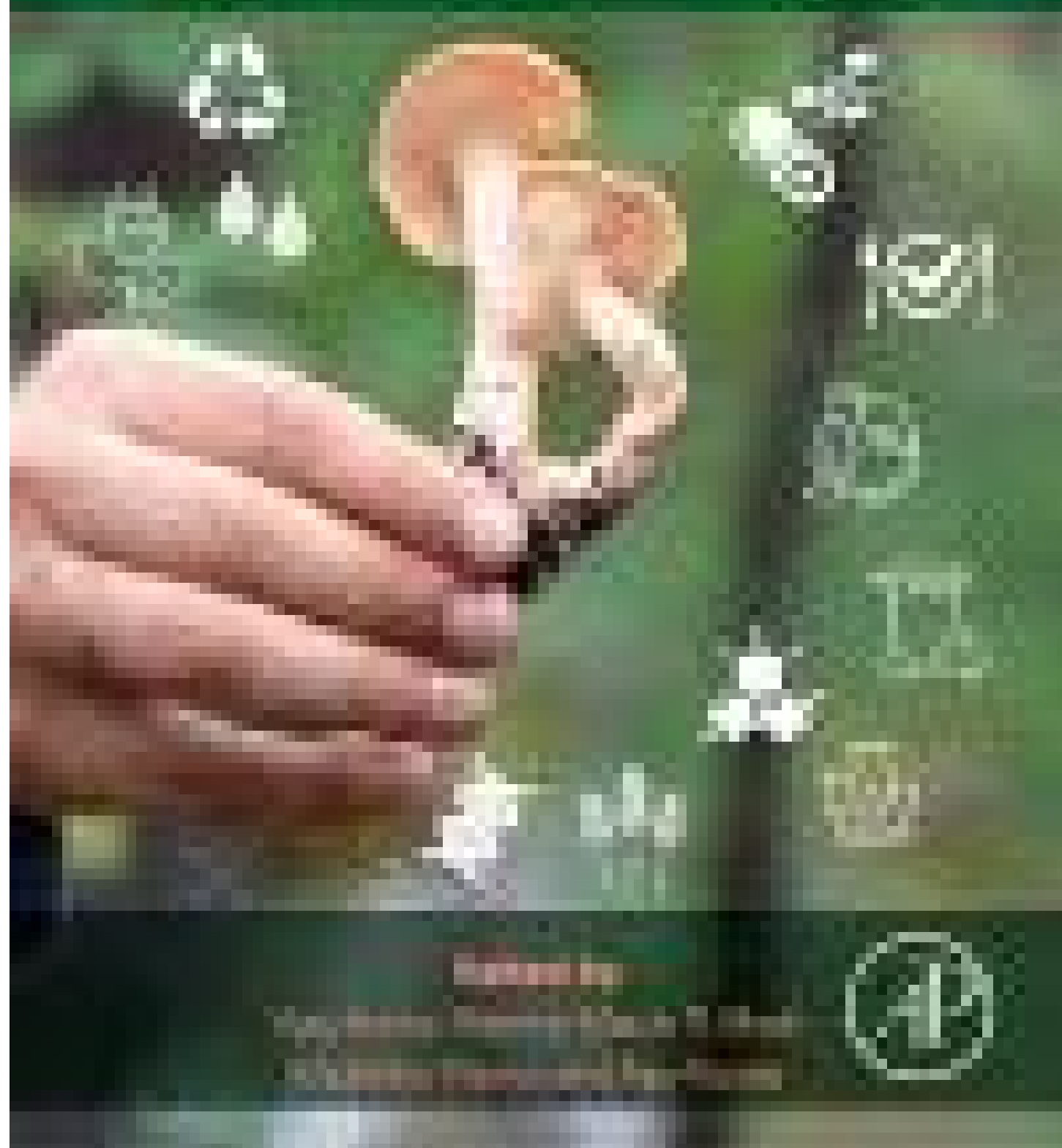
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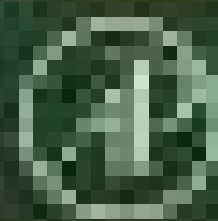


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Dr. R. K. SINGH, Director, National Bureau of Aquaculture, Faridkot, Punjab, India



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An endophyte is a microbe that lives inside the host plants for part of its life but does not cause any kind of disease or infection. Plants are continuously faced with a wide range of abiotic and biotic stresses due to various types of stress by pollutants and the

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**Shiksha Deep Prakashan**

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*Dr. Rashmi Dubey*

*Dr. Dharmendra Kumar Singh*



**Shiksha Deep Prakashan**

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*Dr. Anupriya Kapoor*



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# Fundamental Research in Basic Sciences

*Editors*

*Dr. Anju Dixit*

*Dr. Rashmi Dubey*

*Dr. Dharmendra Kumar Singh*



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010



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# Hospital and Clinical Pharmacy

A TEXTBOOK FOR PHARMACY STUDENTS

*Editors*

*Dr. Shashi Kiran Misra*

*Dr. Anupriya Kapoor*



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## **Preface**

In the present scenario, the entire globe is witnessing the spread of pandemics that have brought the world to a halt. In such a situation the role of a Pharmacist is continuously emerging in the field of Hospital and clinical settings. In the context of India, although the field of Hospital and Clinical Pharmacy is still in the budding phase; the incorporation of the subject in the syllabus of the Pharmacy curriculum is an evident step to improve the knowledge of Pharmacy students.

The book is written in a simple and explanatory manner to cater to the needs of the Pharmacy students. The book is compiled in an attempt to give elaborate knowledge to students in intelligible language.

The Authors extend their thanks to all, who have directly or indirectly helped in the compilation of the book.

**Editors**





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*Dr. Dharmendra Kumar Singh*



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# Women Empowerment in India

*Editor*

*Dr. Sandeep Kumar Singh  
Satyendra Singh Chauhan*



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*Dr. Anupriya Kapoor*



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# Hospital and Clinical Pharmacy

A TEXTBOOK FOR PHARMACY STUDENTS

*Editors*

*Dr. Shashi Kiran Misra*

*Dr. Anupriya Kapoor*



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## **Preface**

In the present scenario, the entire globe is witnessing the spread of pandemics that have brought the world to a halt. In such a situation the role of a Pharmacist is continuously emerging in the field of Hospital and clinical settings. In the context of India, although the field of Hospital and Clinical Pharmacy is still in the budding phase; the incorporation of the subject in the syllabus of the Pharmacy curriculum is an evident step to improve the knowledge of Pharmacy students.

The book is written in a simple and explanatory manner to cater to the needs of the Pharmacy students. The book is compiled in an attempt to give elaborate knowledge to students in intelligible language.

The Authors extend their thanks to all, who have directly or indirectly helped in the compilation of the book.

**Editors**



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# Plant-Microbe Interactions

*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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# Integrated Management of Pollution

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*Editors*

**Anshu Yadav  
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# **Advances in Entrepreneurship and Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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## भूमिका

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समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# **Advance Agricultural Practices**

*Editors*

**Dr. RV Sreeharsha  
Dr. Soni Gupta  
Dr. Neerja Srivastava  
Dr. Madhulika Singh**



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**(Set of 3 Volume)**

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*Editors*

*Dr. Ajay Kumar Gupta*

*Dr. Shashi Kiran Misra*

*Mrs. Swarnakshi Upadhyay*



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# Plant-Microbe Interactions

*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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# **Sustainability and Management**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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**Prof. Anshu Yadav  
Prof. Sudhanshu Pandiya**



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# **Contemporary Issues in Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# **Insights into Criminal Law: Exploring the Many Facets of Criminal Law and Justice**

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Rahul Tiwari*

*Dr. Pankaj Dwivedi*



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# शिक्षा के विभिन्न आयाम एवं व्यवहारिक चुनौतियाँ

मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



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शिक्षा शब्द जिसकी गहनता और व्यापकता विशाल है, जिसमें इतनी असीमित शक्ति है जो न केवल जीवन के विभिन्न आयामों के कपाटों को उद्भाषित करती है अपितु जीवन-आयामों को ऐसी दिशा देती है जो जीवन को सार्थक और पूर्ण बनाते हैं। शिक्षा के विभिन्न आयाम शिक्षार्थियों के व्यक्तित्व को परिमार्जित करते हैं और उनको व्यवहारिक जीवन कि चुनौतियाँ के लिए तैयार करते हैं। प्रस्तुत पुस्तक का मुख्य उद्देश्य शिक्षा और उसके विभिन्न आयामों पर प्रकाश डालना है और शिक्षा से जुड़ी व्यावहारिक चुनौतियों की समीक्षा एवं भविष्य की योजनाओं का मार्गदर्शन करना है। प्रस्तुत पुस्तक शिक्षा विभाग, छत्रपति शाहूजी महाराज विश्वविद्यालय के शिक्षकों और शोधार्थियों के उत्कृष्ट प्रपत्रों का संकलन है जो कि निश्चय ही पाठकों को विशेषतः नयी पीढ़ी के शिक्षकों का मार्गदर्शन करेगी।

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# शिक्षा के विभिन्न आयाम एवं व्यवहारिक चुनौतियाँ

मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010



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शिक्षा शब्द जिसकी गहनता और व्यापकता विशाल है, जिसमें इतनी असीमित शक्ति है जो न केवल जीवन के विभिन्न आयामों के कपाटों को उद्भाषित करती है अपितु जीवन-आयामों को ऐसी दिशा देती है जो जीवन को सार्थक और पूर्ण बनाते हैं। शिक्षा के विभिन्न आयाम शिक्षार्थियों के व्यक्तित्व को परिमार्जित करते हैं और उनको व्यवहारिक जीवन कि चुनौतियाँ के लिए तैयार करते हैं। प्रस्तुत पुस्तक का मुख्य उद्देश्य शिक्षा और उसके विभिन्न आयामों पर प्रकाश डालना है और शिक्षा से जुड़ी व्यावहारिक चुनौतियों की समीक्षा एवं भविष्य की योजनाओं का मार्गदर्शन करना है। प्रस्तुत पुस्तक शिक्षा विभाग, छत्रपति शाहूजी महाराज विश्वविद्यालय के शिक्षकों और शोधार्थियों के उत्कृष्ट प्रपत्रों का संकलन है जो कि निश्चय ही पाठकों को विशेषतः नयी पीढ़ी के शिक्षकों का मार्गदर्शन करेगी।

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## आमुख

शिक्षा शब्द जिसकी गहनता और व्यापकता विशाल है, जिसमें इतनी असीमित शक्ति है जो न केवल जीवन के विभिन्न आयामों के कपाटों को उद्भाषित करती है अपितु जीवन-आयामों को ऐसी दिशा देती है जो जीवन को सार्थक और पूर्ण बनाते हैं। शिक्षा के विभिन्न आयाम शिक्षार्थियों के व्यक्तित्व को परिमार्जित करते हैं और उनको व्यवहारिक जीवन कि चुनौतियाँ के लिए तैयार करते हैं। प्रस्तुत पुस्तक का मुख्य उद्देश्य शिक्षा और उसके विभिन्न आयामों पर प्रकाश डालना है और शिक्षा से जुड़ी व्यावहारिक चुनौतियों की समीक्षा एवं भविष्य की योजनाओं का मार्गदर्शन करना है। प्रस्तुत पुस्तक शिक्षा विभाग, छत्रपति शाहूजी महाराज विश्वविद्यालय के शिक्षकों और शोधार्थियों के उत्कृष्ट प्रपत्रों का संकलन है जो कि निश्चय ही पाठकों को विशेषतः नयी पीढ़ी के शिक्षकों का मार्गदर्शन करेगी।

**डॉ. कल्पना अग्निहोत्री**

सहायक आचार्य, शिक्षा विभाग,  
छत्रपति शाहूजी महाराज विश्वविद्यालय, कानपुर



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# Insights into Criminal Law: Exploring the Many Facets of Criminal Law and Justice

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Rahul Tiwari*

*Dr. Pankaj Dwivedi*



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# **Contemporary Business Law**

**An Edited Collection of Key Topics  
and Emerging Issues**

*Editors*

*Dr. Shashi Kant Tripathi*

*Dr. Smita Srivastava*

*Dr. Pramod Kumar*



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# **Modern Constitutional Law**

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## **Preface**

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## **Acknowledgement**

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This book is designed for all the students of allied health sciences and professionals. Attention has been paid for especially health related conditions. It aims to provide critic and creative knowledge about various conditions and management. This book could be a great help to handle the theoretical as well as clinical problems. Authors have tried to provide thorough,latest and advanced knowledge about the same. It is supposed that it will serve the student requirements all the way.





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# Insights into Criminal Law: Exploring the Many Facets of Criminal Law and Justice

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Rahul Tiwari*

*Dr. Pankaj Dwivedi*



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# **Contemporary Business Law**

**An Edited Collection of Key Topics  
and Emerging Issues**

*Editors*

*Dr. Shashi Kant Tripathi*

*Dr. Smita Srivastava*

*Dr. Pramod Kumar*



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# **Modern Constitutional Law**

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# शिक्षा के विभिन्न आयाम एवं व्यवहारिक चुनौतियाँ

मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



**Shiksha Deep Prakashan**

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सहायक आचार्य, शिक्षा विभाग,  
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# **Innovation and Entrepreneurship**

*Editors*

**Prof. Anshu Yadav  
Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010

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# **Sustainability and Management**

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# **Contemporary Business Law**

**An Edited Collection of Key Topics  
and Emerging Issues**

*Editors*

*Dr. Shashi Kant Tripathi*

*Dr. Smita Srivastava*

*Dr. Pramod Kumar*



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# **Modern Constitutional Law**

## **An Edited Collection of Essential Topics**

*Edited by*

*Dr. Shashi Kant Tripathi*

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# Insights into Criminal Law: Exploring the Many Facets of Criminal Law and Justice

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Rahul Tiwari*

*Dr. Pankaj Dwivedi*



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# **A Textbook of Allied Health Sciences**

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# **Emerging Trends *in* Management**

*Editors*

**Prof. Sudhanshu Pandiya**

**Prof. Anshu Yadav**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010



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# **Innovation and Entrepreneurship**

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Prof. Sudhanshu Pandiya**



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<i>Dr. Ram Kishore</i>	

# **A Textbook of Allied Health Sciences**

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This book is designed for all the students of allied health sciences and professionals. Attention has been paid for especially health related conditions. It aims to provide critic and creative knowledge about various conditions and management. This book could be a great help to handle the theoretical as well as clinical problems. Authors have tried to provide thorough,latest and advanced knowledge about the same. It is supposed that it will serve the student requirements all the way.



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# **Innovation and Entrepreneurship**

*Editors*

**Prof. Anshu Yadav  
Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010



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*Editors*

**Prof. Anshu Yadav**

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# **Modern Constitutional Law**

## **An Edited Collection of Essential Topics**

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Pankaj Dwivedi*

*Mr Samiuddin*



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# **Contemporary Business Law**

**An Edited Collection of Key Topics  
and Emerging Issues**

*Editors*

*Dr. Shashi Kant Tripathi*

*Dr. Smita Srivastava*

*Dr. Pramod Kumar*



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# Insights into Criminal Law: Exploring the Many Facets of Criminal Law and Justice

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Rahul Tiwari*

*Dr. Pankaj Dwivedi*



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# Textbook of Clinical Physiotherapy

*Chief Editor*

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# **Industrial Biotechnology and Bioentrepreneurship**

*Edited by*

**Prof. Rolee Sharma  
Dr. Shilpa Deshpande Kaistha  
Dr. Pramod Yadav  
Dr. Ekta Khare**



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# Medical Biotechnology

*Editors*

**Prof. Sudhir K. Awasthi, Dr. Rajeev Mishra,  
Dr. Anuradha Kalani, Dr. Gaurav Kumar**



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डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्म्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास

पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



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# **Advances in Entrepreneurship and Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# **Sustainability and Management**

*Editors*

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# Plant-Microbe Interactions

*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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# **Trends in Pharmaceutical Science**

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*Dr. Nisha Sharma*

*Dr. Prakash Chandra Gupta*

*Dr. Kalpana*



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# Microbial Biofuels

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*Dr. RV Sreeharsha,*

*Dr. Ajay Kumar Pandey*



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मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



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शिक्षा शब्द जिसकी गहनता और व्यापकता विशाल है, जिसमें इतनी असीमित शक्ति है जो न केवल जीवन के विभिन्न आयामों के कपाटों को उद्भाषित करती है अपितु जीवन-आयामों को ऐसी दिशा देती है जो जीवन को सार्थक और पूर्ण बनाते हैं। शिक्षा के विभिन्न आयाम शिक्षार्थियों के व्यक्तित्व को परिमार्जित करते हैं और उनको व्यवहारिक जीवन कि चुनौतियाँ के लिए तैयार करते हैं। प्रस्तुत पुस्तक का मुख्य उद्देश्य शिक्षा और उसके विभिन्न आयामों पर प्रकाश डालना है और शिक्षा से जुड़ी व्यावहारिक चुनौतियों की समीक्षा एवं भविष्य की योजनाओं का मार्गदर्शन करना है। प्रस्तुत पुस्तक शिक्षा विभाग, छत्रपति शाहूजी महाराज विश्वविद्यालय के शिक्षकों और शोधार्थियों के उत्कृष्ट प्रपत्रों का संकलन है जो कि निश्चय ही पाठकों को विशेषतः नयी पीढ़ी के शिक्षकों का मार्गदर्शन करेगी।

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# Aesthetics in Literature

*Editor*

*Dr. Sonali Maurya*



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# **Advances in Entrepreneurship and Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# Aspects of Bioremedian

*Edited by*

**Prof. Varsha Gupta  
Dr. Ajay Kumar Pandey  
Dr. Vishal Chand  
Dr. Annika Singh**



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**Prof. Anshu Yadav**



**Shiksha Deep Prakashan**

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Dr. Anuradha Kalani, Dr. Gaurav Kumar**



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# Sustainable Environmental Practices

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# Theranostic Aspects of Cancer

*Edited by*

**Prof. Sudhir Kumar Awasthi  
Dr. Shilpa Deshpande Kaistha  
Dr. Rajeev Mishra**



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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास

पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# Plant-Microbe Interactions

*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्म्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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## भूमिका

पत्रकारिता और जनसंचार का कार्य अनादि काल से चलता चला आ रहा है। देवर्षि नारद को आदि पत्रकार की संज्ञा दी गई है। इतिहास में भी समाचार प्रदाताओं की महत्ता सिद्ध है। महाभारत काल में संजय द्वारा हस्तिनापुर के महाराज धृतराष्ट्र को कुरुक्षेत्र में चल रहे युद्ध का ब्यौरेवार समाचार सुनाने की घटना सजीव प्रसारण का पहला और लिखित दस्तावेजी उदाहरण के रूप में लिया जा सकता है। कोई भी दौर रहा हो, राजा-महाराजाओं से लेकर मुगल शासकों और ब्रिटिश हुकूमत तक सूचना और समाचार की प्रासंगिकता बनी रही है। इसी खूबी के चलते सूचना के बारे यहां तक कह दिया गया है कि आने वाले समय में दुनिया-भर में वही राज करेगा, जिसके पास सूचना आधिक्य होगा। सूचनाएं प्राप्त होने पर घातक हथियारों से लैस बड़ी से बड़ी सेना से लड़ा जा सकता है या बचाव किया जा सकता है। यह तो पत्रकारिता या संचार व्यवस्था की एक उपयोगिता है।

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न प्लेटफार्मर्स की सफलता सूचनाओं इसी उपयोगिता और मानवीय जिज्ञासु प्रवृत्ति का ही परिणाम है। सरकारों ने पत्रकारिता एवं जनसंचार की उनकी विशिष्ट खूबी के चलते लोक कल्याणकारी योजनाओं को बनाने और संचालित करने के लिए सहयोग लेना शुरू किया, जो बदस्तूर जारी है। सरकार और अन्य संस्थाओं ने इस कार्य के लिए स्वतंत्र प्रकाशन के साथ-साथ अपने निज प्रकाशन का सहयोग ले रहे हैं।

प्रस्तुत पुस्तक पत्रकारिता एवं जनसंचार के क्षेत्र में एक अनूठी पहल है। इस पुस्तक के माध्यम से पाठकों एवं पत्रकारिता के विद्यार्थियों को विकास



पत्रकारिता के साथ-साथ मीडिया के विभिन्न प्रारूपों से परिचय पाने का मौका होगा। पुस्तक में विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना, सोशल मीडिया और हिन्दी, मीडिया पर मालिकाना हक, विज्ञापनों के बदलते स्वरूप, न्यूज पोर्टल्स की पत्रकारिता, सामुदायिक रेडियो आदि के बारे में विस्तार से जानने का मौका मिलेगा। बदलते राजनीतिक माहौल में बदलते मीडिया कंटेंट, मीडिया के सामाजिक सरोकार, विकास संचार में उपादेयता, बहुसांस्कृतिक प्रवासियों का 'स्थानीय' से संवाद में 'न्यू मीडिया' की भूमिका को भी इस पुस्तक के माध्यम से जाना और समझा जा सकेगा। भारतीय चिकित्सा पद्धति और समाज, जनसम्पर्क अभियान, जैव विविधता एवं पर्यावरण जैसे मुद्दों को पुस्तक के माध्यम से पाठकों से साझा करने की कोशिश की गई है।

इस पुस्तक में सामान्य तौर पर पाठकों को पत्रकारिता एवं जनसंचार के विभिन्न विधाओं के बारे में संक्षिप्तता के साथ थोड़ा-थोड़ा विषयगत पाठ्यक्रम समाहित किया गया है। प्रिंट मीडिया के साथ-साथ इलेक्ट्रॉनिक मीडिया, सोशल मीडिया और परंपरागत माध्यमों के बारे में जानकारी दी गई है। विकास पत्रकारिता के उदाहरण के रूप में विभिन्न विषयों को लेखकों द्वारा उठाने की कोशिश की गई है। विज्ञापन और जनसंपर्क की प्रासंगिकता का उल्लेख वर्तमान समय की आवश्यकताओं को देखते हुए किया गया है। वैसे पत्रकारिता एवं जनसंचार का क्षेत्र बहुत विस्तृत है, उसे एक पुस्तक में समाहित कर पाना मुमकिन नहीं है। फिर भी ज्यादातर विषयों को इसमें सम्मिलित करने की कोशिश की गई है। इसके लिए विभिन्न क्षेत्रों के विशेषज्ञ शिक्षकों से उनके आलेख आमंत्रित कर प्रकाशित किये गये हैं। उम्मीद की जाती है कि पत्रकारिता के विद्यार्थियों के लिए यह पुस्तक काफी उपयोगी साबित होगी।

**सम्पादक**

## अनुक्रमणिका

### भूमिका

1. विकास पत्रकारिता एवं आत्मनिर्भर भारत योजना  
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*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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# Microbial Biofuels

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# **Contemporary Issues in Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# Theranostic Aspects of Cancer

*Edited by*

**Prof. Sudhir Kumar Awasthi  
Dr. Shilpa Deshpande Kaistha  
Dr. Rajeev Mishra**



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# Educational Thoughts and Issues

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## आमुख

शिक्षा मानव सभ्यता की विकास यात्रा का आधार है। शिक्षा में होने वाले परिवर्तन समाज में परिवर्तन लाते हैं जो मनुष्य जीवन को गहराई से प्रभावित कर देते हैं। जीवन के विविध क्षेत्रों में अनुसंधानों के परिणामस्वरूप अनेक सकारात्मक परिवर्तन आये हैं। फिर भी विभिन्न समस्याएँ हमारे समक्ष उपस्थित हैं। इस समस्याओं की दिशा में विशिष्ट चिंतन किया जाना अपरिहार्य है और यह कार्य समाज के वरिष्ठ नागरिकों, बुद्धिजीवी वर्ग तथा अध्यापकों के विचार प्रवाह द्वारा ही सम्भव है। वे प्रमुख प्रबुद्धि जिन पर विभिन्न शैक्षिक, सामाजिक, और धार्मिक मुद्दे जो हमारे जीवन से प्रत्यक्ष रूप से जुड़े हैं। उन पर दिशा प्रदान करने के लिए इस पुस्तक का प्रकाशन, शिक्षा विभाग, छत्रपति शाहू जी महाराज विश्वविद्यालय द्वारा किया जा रहा है। प्रस्तुत पुस्तक में शोध आधारित लेखन को स्थान दिया गया है और यह पुस्तक निश्चय ही विद्यालयों विशेष रूप से कार्यरत युवा वर्ग के लिए मार्गदर्शन का कार्य करेगी।

**डॉ. रश्मि गोरे**

मुख्य सम्पादक एवं

सह-आचार्य

छत्रपति शाहू जी महाराज विश्वविद्यालय कानपुर



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# Plant-Microbe Interactions

*Edited by*

**Dr. Shilpa Deshpande Kaistha**

**Dr. Alok Pandey**

**Dr. Akhilendra Pratap Bharti**

**Dr. Manishi Tripathi**



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# **Modern Constitutional Law**

## **An Edited Collection of Essential Topics**

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Pankaj Dwivedi*

*Mr Samiuddin*



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*Editors*

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**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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**Prof. Sudhanshu Pandiya**

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# Theranostic Aspects of Cancer

*Edited by*

**Prof. Sudhir Kumar Awasthi  
Dr. Shilpa Deshpande Kaistha  
Dr. Rajeev Mishra**



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# Infection Biology

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9. Glimpses Of Financial Inclusion In Indian Economy

*Sudhanshu Pandiya*

10. Introduction Of Economic Systems

*Prakash Narain Pandey*

11. The Modern Tour Industry

*Warshi Singh*

# **Advances in Entrepreneurship and Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010

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**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



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*Editors*

**Prof. Sudhanshu Pandiya**

**Prof. Anshu Yadav**



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**डॉ. रश्मि गोरे**

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शिक्षा मानव सभ्यता की विकास यात्रा का आधार है। शिक्षा में होने वाले परिवर्तन समाज में परिवर्तन लाते हैं जो मनुष्य जीवन को गहराई से प्रभावित कर देते हैं। जीवन के विविध क्षेत्रों में अनुसंधानों के परिणामस्वरूप अनेक सकारात्मक परिवर्तन आये हैं। फिर भी विभिन्न समस्याएँ हमारे समक्ष उपस्थित हैं। इस समस्याओं की दिशा में विशिष्ट चिंतन किया जाना अपरिहार्य है और यह कार्य समाज के वरिष्ठ नागरिकों, बुद्धिजीवी वर्ग तथा अध्यापकों के विचार प्रवाह द्वारा ही सम्भव है। वे प्रमुख प्रबुद्धि जिन पर विभिन्न शैक्षिक, सामाजिक, और धार्मिक मुद्दे जो हमारे जीवन से प्रत्यक्ष रूप से जुड़े हैं। उन पर दिशा प्रदान करने के लिए इस पुस्तक का प्रकाशन, शिक्षा विभाग, छत्रपति शाहू जी महाराज विश्वविद्यालय द्वारा किया जा रहा है। प्रस्तुत पुस्तक में शोध आधारित लेखन को स्थान दिया गया है और यह पुस्तक निश्चय ही विद्यालयों विशेष रूप से कार्यरत युवा वर्ग के लिए मार्गदर्शन का कार्य करेगी।

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शिक्षा मानव सभ्यता की विकास यात्रा का आधार है। शिक्षा में होने वाले परिवर्तन समाज में परिवर्तन लाते हैं जो मनुष्य जीवन को गहराई से प्रभावित कर देते हैं। जीवन के विविध क्षेत्रों में अनुसंधानों के परिणामस्वरूप अनेक सकारात्मक परिवर्तन आये हैं। फिर भी विभिन्न समस्याएँ हमारे समक्ष उपस्थित हैं। इस समस्याओं की दिशा में विशिष्ट चिंतन किया जाना अपरिहार्य है और यह कार्य समाज के वरिष्ठ नागरिकों, बुद्धिजीवी वर्ग तथा अध्यापकों के विचार प्रवाह द्वारा ही सम्भव है। वे प्रमुख प्रबुद्धि जिन पर विभिन्न शैक्षिक, सामाजिक, और धार्मिक मुद्दे जो हमारे जीवन से प्रत्यक्ष रूप से जुड़े हैं। उन पर दिशा प्रदान करने के लिए इस पुस्तक का प्रकाशन, शिक्षा विभाग, छत्रपति शाहू जी महाराज विश्वविद्यालय द्वारा किया जा रहा है। प्रस्तुत पुस्तक में शोध आधारित लेखन को स्थान दिया गया है और यह पुस्तक निश्चय ही विद्यालयों विशेष रूप से कार्यरत युवा वर्ग के लिए मार्गदर्शन का कार्य करेगी।

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शिक्षा मानव सभ्यता की विकास यात्रा का आधार है। शिक्षा में होने वाले परिवर्तन समाज में परिवर्तन लाते हैं जो मनुष्य जीवन को गहराई से प्रभावित कर देते हैं। जीवन के विविध क्षेत्रों में अनुसंधानों के परिणामस्वरूप अनेक सकारात्मक परिवर्तन आये हैं। फिर भी विभिन्न समस्याएँ हमारे समक्ष उपस्थित हैं। इस समस्याओं की दिशा में विशिष्ट चिंतन किया जाना अपरिहार्य है और यह कार्य समाज के वरिष्ठ नागरिकों, बुद्धिजीवी वर्ग तथा अध्यापकों के विचार प्रवाह द्वारा ही सम्भव है। वे प्रमुख प्रबुद्धि जिन पर विभिन्न शैक्षिक, सामाजिक, और धार्मिक मुद्दे जो हमारे जीवन से प्रत्यक्ष रूप से जुड़े हैं। उन पर दिशा प्रदान करने के लिए इस पुस्तक का प्रकाशन, शिक्षा विभाग, छत्रपति शाहू जी महाराज विश्वविद्यालय द्वारा किया जा रहा है। प्रस्तुत पुस्तक में शोध आधारित लेखन को स्थान दिया गया है और यह पुस्तक निश्चय ही विद्यालयों विशेष रूप से कार्यरत युवा वर्ग के लिए मार्गदर्शन का कार्य करेगी।

**डॉ. रश्मि गोरे**

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*Editor*

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*Co-Editor*

*Dr. Vimal Singh*

*Dr. Ratnartuh Mishra*



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