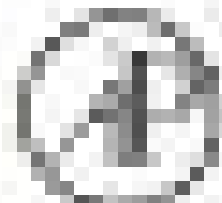


# Cellulose in Biomedical Applications

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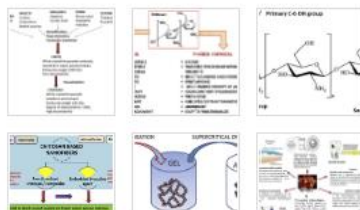
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## Chitosan in Biomedical Applications

2022, Pages 37-73



## Chapter 3 - Microscale and nanoscale chitosan-based particles for biomedical use

Shashi Kiran Misra<sup>1</sup>, Kamla Pathak<sup>2</sup>

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## Abstract

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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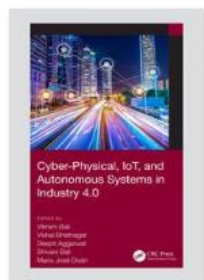
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By Umesh Kumar Lilhore, Sarita Simaiya, Amandeep Kaur, Devendra Prasad, Meenu Khurana, Deepak Kumar Verma, Afsan Hassan

Book [Cyber-Physical, IoT, and Autonomous Systems in Industry 4.0](#)

Edition	1st Edition
First Published	2021
Imprint	CRC Press
Pages	19
eBook ISBN	9781003146711

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

Alok Kumar ✉, Renu Jain ✉

Book Editor(s): Mettu Srinivas, G. Sucharitha, Anjanna Matta, Prasenjit Chatterjee

First published: 13 August 2021 | <https://doi.org/10.1002/9781119769262.ch15>



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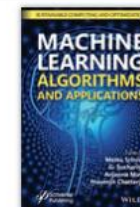
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### Summary

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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## Biotechnology in Healthcare

Volume 1: Technologies and Innovations

2022, Pages 1-26



## Chapter 1 - Overview of healthcare biotechnology

Aiman Tanveer<sup>1</sup>, Kanchan Yadav<sup>1</sup>, Shruti Dwivedi<sup>1</sup>, Supriya Gupta<sup>1</sup>, Pramod K. Yadav<sup>2</sup>, Dinesh Yadav<sup>1</sup>

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## Abstract

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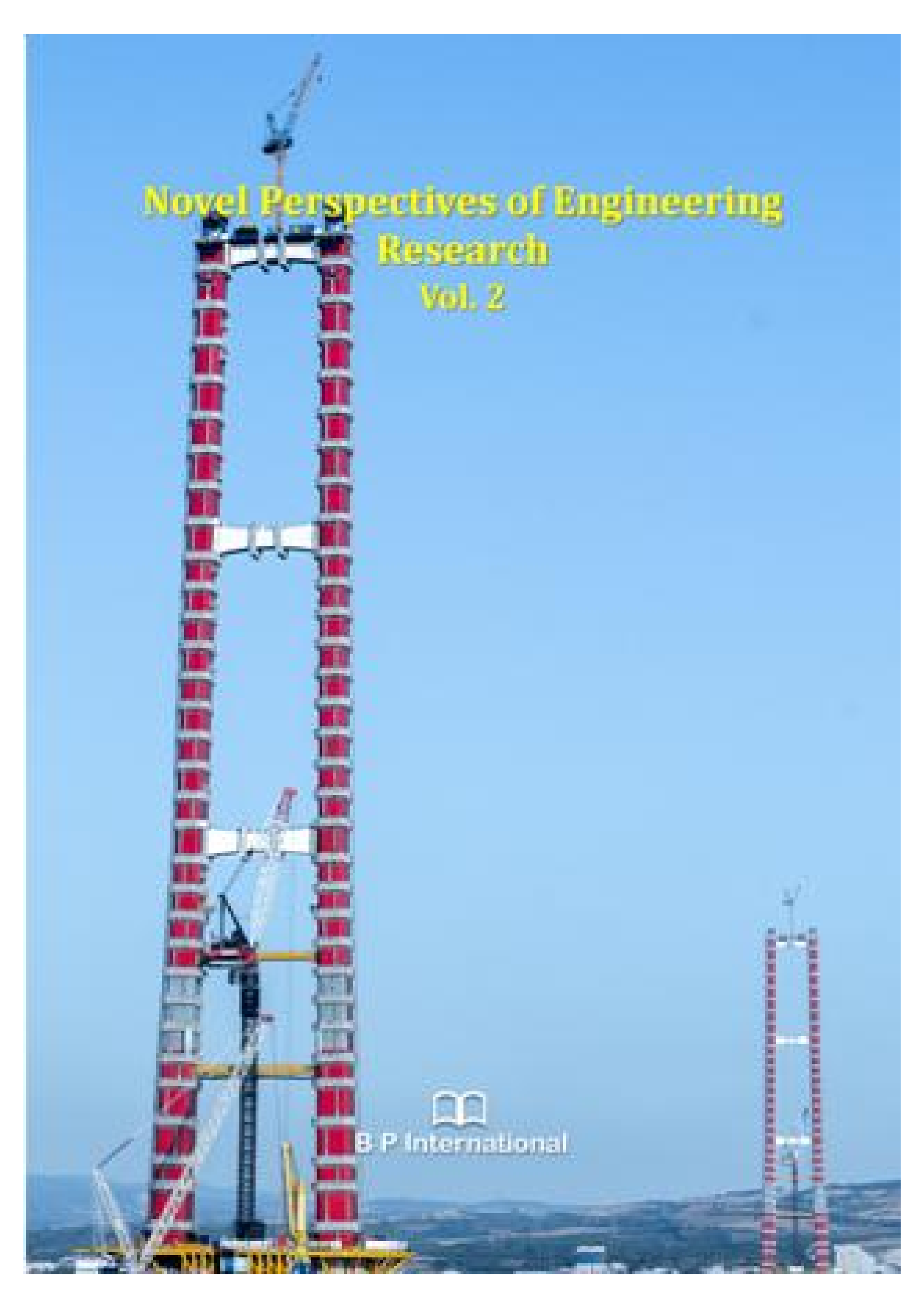
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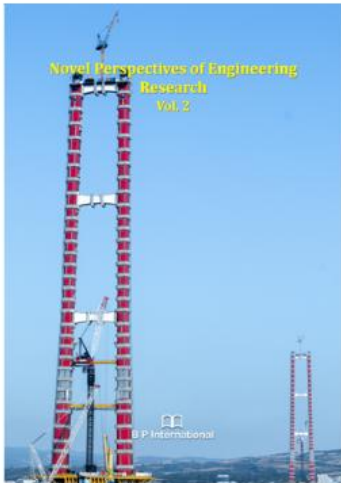


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## Hybrid Signed Digit Arithmetic in Efficient Computing: A Comparative Approach to Performance Assay

Vishal Awasthi ; Krishna Raj

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In redundant representations, addition can be performed in a constant time independent of the word length of the operands. In practically all VLSI designs, the adder serves as a fundamental building element. The efficiency of a hybrid adder, which can add an unsigned number to a signed-digit number, determines the quality of the circuit's ultimate output. We designed and compared the speed of adders by reducing the carry propagation time using the combined effect of improved adder architectures and signed digit representation of number systems in this paper. The key concept is to find a balance between the execution time of the fast adding process and the available area, which is frequently very limited. We also attempted to verify the various algorithms of signed digit and hybrid signed digit adders in this paper.

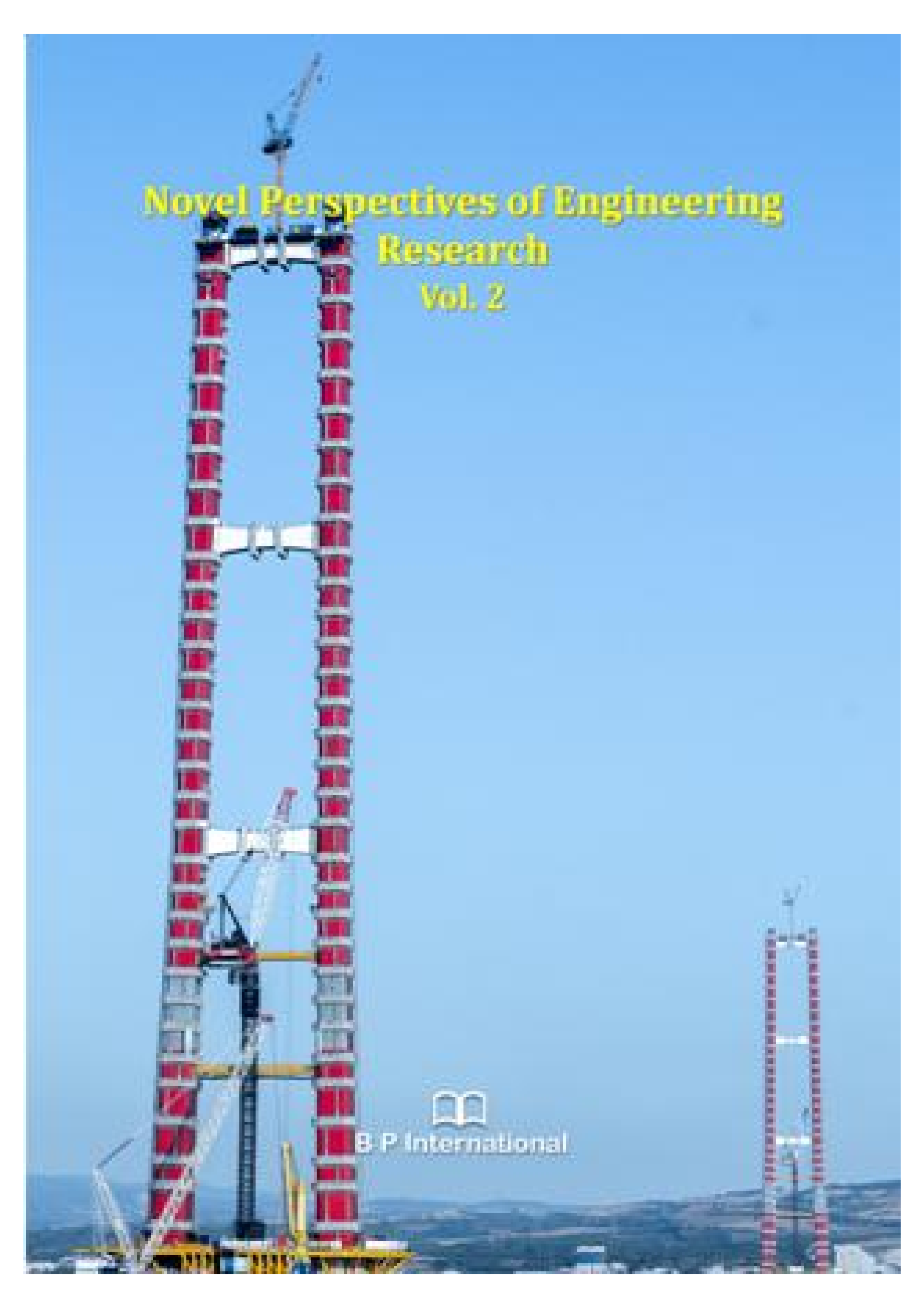
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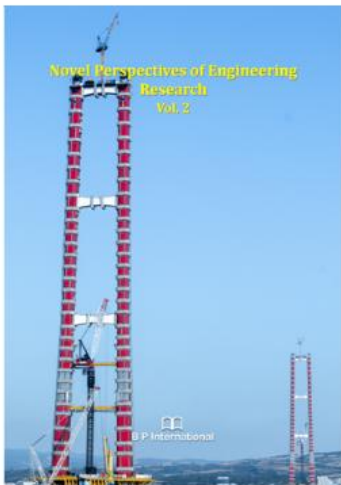
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Vishal Awasthi ; Krishna Raj

*Novel Perspectives of Engineering Research Vol. 2*, 26 October 2021, Page 16-28<https://doi.org/10.9734/bpi/nper/v2/1986C>

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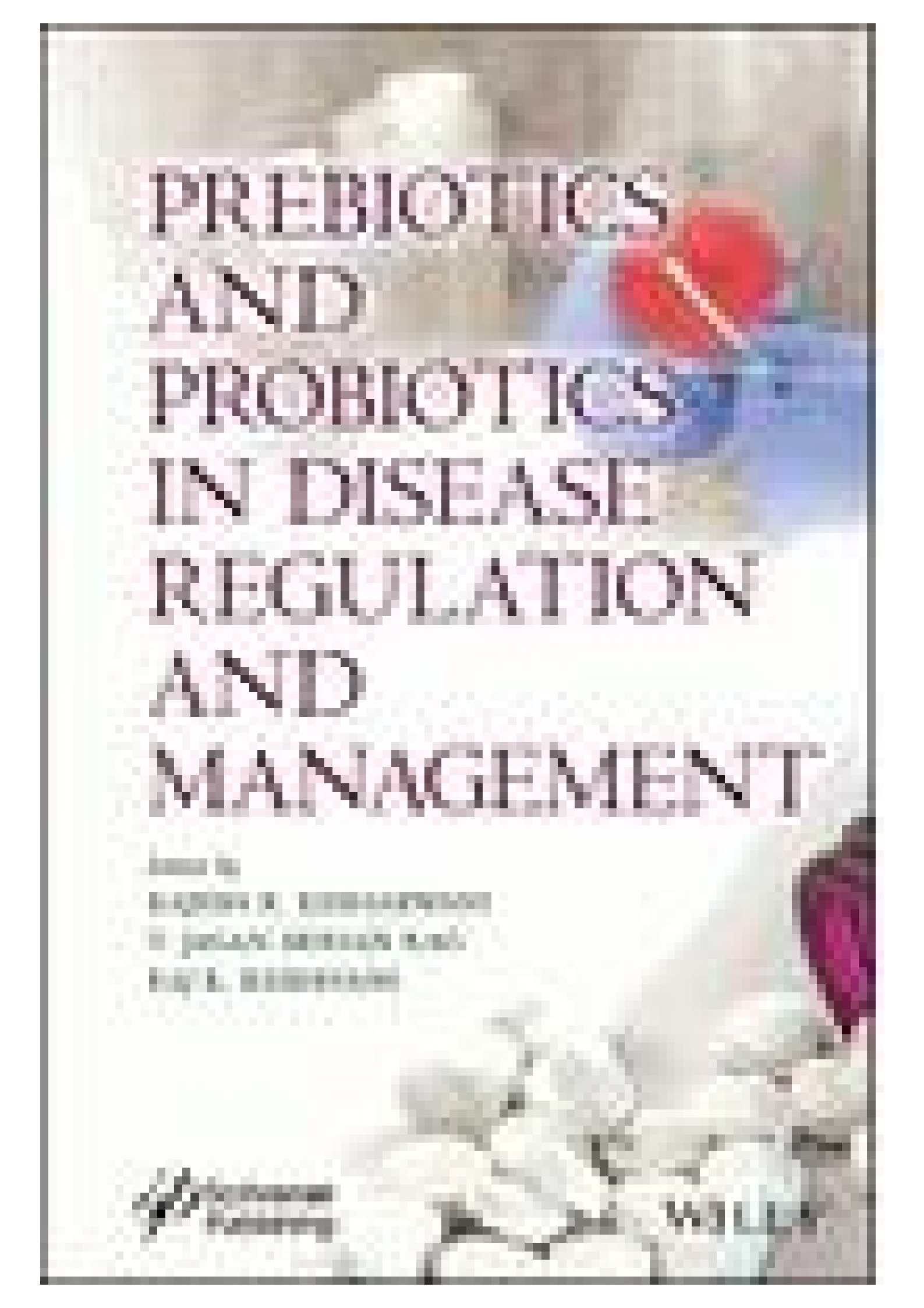
In many communication and signal processing systems, it is highly desirable to implement an efficient narrow-band filter that decimate or interpolate the incoming signals. This paper presents hardware efficient compensated CIC filter over a narrow band frequency that increases the speed of down sampling by using multiplierless decimation filters with polyphase FIR filter structure. FIR filter is one of the fundamental processing elements in any signal processing system. The proposed work analyzed the performance of compensated CIC filter on the bases of the improvement of frequency response with reduced hardware complexity in terms of no. of adders and multipliers and produces the filtered results without any alterations. CIC compensator filter demonstrated that by using compensation with CIC filter improve the frequency response in passed of interest 26.57 % with the reduction in hardware complexity 12.25% multiplications per input sample (MPIS) and 23.4% additions per input sample (APIS)

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# PREBIOTICS AND PROBIOTICS IN DISEASE REGULATION AND MANAGEMENT

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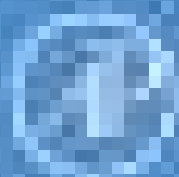
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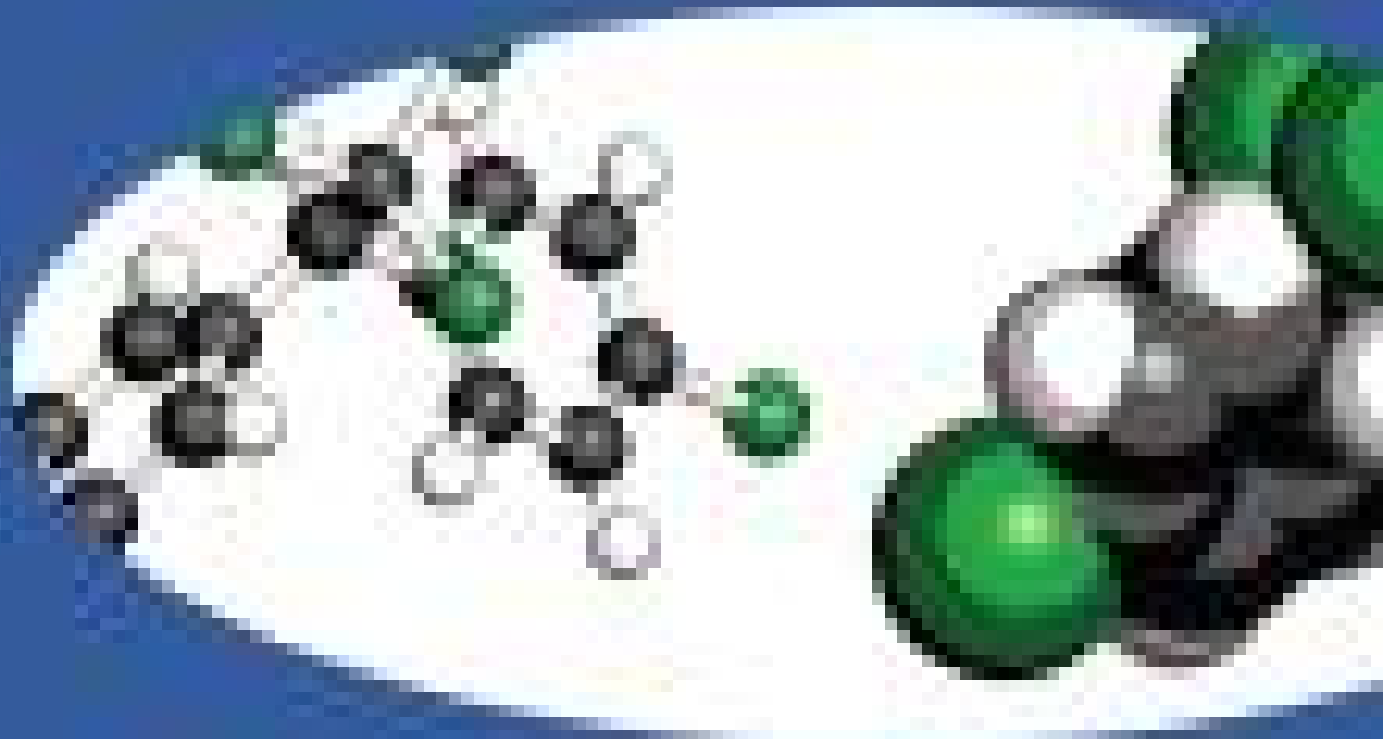
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Volume 10, Number 1, 2018  
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7.6. Conclusions and perspectives


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Current Developments in Biotechnology and Bioengineering  
Bioremediation of Endocrine Disrupting Pollutants in Industrial Wastewater  
2023, Pages 127-138



Chapter 7 - Bioremediation of androgenic and mutagenic pollutants from industrial wastewater

Pooja Sharma<sup>a, b</sup>, Mamta Yadav<sup>c</sup>, Sudhir Kumar Srivastava<sup>d</sup>, Surendra Pratap Singh<sup>e</sup>

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Androgenic and mutagenic pollutants are linked to human and aquatic animal health and diseases as they block the normal functioning of endogenous hormones. As a major source of androgenic and mutagenic chemicals from industries such as pulp and paper

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#### Abstract

The emergence of active and intelligent packaging is a result of ever-increasing requirement of the modern society for the packaged food products (meat, beverages, fruits and dairy items). Smart packaging reduces food wastage and provides customer satisfaction by the virtue of their exclusive mechanisms of protection, control, monitor



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Chapter 10

## Metabolomic Regulation During the Arsenic Stress

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Book Editor(s): Prabhat Kumar Srivastava, Rachana Singh, Parul Parihar, Sheo Mohan Prasad

First published: 09 September 2022 | <https://doi.org/10.1002/9781119791461.ch10>



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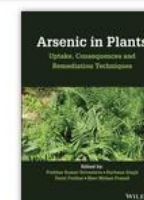
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### Summary

Contamination of drinking water and groundwater polluted with arsenic (As) can contaminate the food chain, posing a major health threat to people worldwide. Characterization of the processes for As uptake and detoxifying plants is a precondition for developing effective approaches and securer crops with lowered As levels to limit As exposure through the eating of food contamination. Any organism's transcriptome, proteome, and metabolome analysis represent the complete biological processes essential for the organism's adaptability to the surrounding environmental conditions at any particular time. *Arsenomics* is a term for the study of As transport and accumulation and the methodology that agrees with proteome, transcriptome, and metabolomics changes after exposure of As. Though numerous research has been conducted to understand the modification of the transcriptome in response to As, many fundamental concerns regarding the translated proteins of plants at the proteome and metabolomic levels remain unanswered. In this chapter, the metabolomic findings associated to As



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# FUNCTIONALIZED CARBON NANOMATERIALS FOR THERANOSTIC APPLICATIONS

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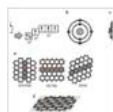
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Functionalized Carbon Nanomaterials for  
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2023, Pages 263-285

Chapter 12 - Carbon-based nanomaterials:  
Potential therapeutic applicationsKamla Pathak<sup>a</sup>, Manish Kumar<sup>b</sup>, Shashi Kiran Misra<sup>c</sup>, Beena Kumari<sup>d</sup>, Nikita Kaushal<sup>b</sup>

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## Abstract

Carbon allotropes and their substitutes are fascinating materials for the design of enormous drug delivery systems and medical devices due to their astonishing physicochemical, thermal, mechanical, and optical features. Excellent stability, low toxicity, and fluorescence capacity of carbon-based nanomaterials (fullerene, quantum

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Advances in Phytoremediation Technology

2022, Pages 261-274



### Chapter 13 - Phytoremediation of polycyclic aromatic hydrocarbons from soil

Pooja Sharma<sup>a, b</sup>, Surendra Pratap Singh<sup>c</sup>, Yen Wah Tong<sup>a, b, d</sup>

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#### Abstract

Polycyclic aromatic hydrocarbons (PAHs) are chemicals in the urban environment and are quite worrying because of their carcinogenicity in environmental contamination. PAHs are an omnipresent, environmentally persistent, multi-structure group of several hundred chemical substances, that have varied in toxicity. Substantial hazards to global,

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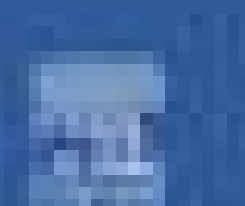
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2022, Pages 93-108



### Chapter 6 - Phytoremediation employing constructed wetlands

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#### Abstract

Pollution of the surface by harmful chemicals discharged from municipal, home, hospital, and industrial wastewater has become a global environmental issue due to its adverse effects on human health, agriculture crop productivity, and the freshwater environment. Treatment and reuse of wastewater in constructed wetlands (CWs) is a low-cost,

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### Chapter 3 - Phytoremediation using CRISPR-Cas9 technology

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## Chapter 1 - Phytoremediation: An introduction

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## Abstract

An issue of increasing concern worldwide is environmental contamination caused by heavy metals. Surface and soil pollution by noxious heavy metals and organic compounds via natural and fast industrial processes has become a worldwide environmental problem due to the severe impacts on human health, agricultural crop production, and freshwater environments. Metals can be absorbed via plant tissues. They can then enter into the environment and accumulate on the food web trophic level. Traditional

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## Chapter 9 - Phytoremediation of heavy metal-containing wastewater

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The acclimate growth in human infrastructure and resource consumption trends has led to several forms of wastewater. Heavy metal pollution is an increasing concern all over the world. Heavy metals are discharged from several industrial operations, such as mining, iron-working, steel production, nonferrous metals, glass manufacture,

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2022, Pages 243-260



### Chapter 12 - Metal polluted soil detoxification using phytoremediation technology

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#### Abstract

Heavy metals are discharged into the environment due to the mobilization of elements through ore extraction and industrial processing for various applications. Heavy metal pollution in soil and water poses serious health hazards to the ecosystem across the globe due to continuous anthropogenic activities. Human life depends mainly on soil and

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Advances in Phyto-remediation Technology

2022, Pages 339-354

Chapter 17 - Application of phyto-mediated biomass for the production of hydrogen

Maninder Singh<sup>a</sup>, Pooja Sharma<sup>b,c</sup>, Varsha Singh<sup>a</sup>, Mamta Yadav<sup>a</sup>, Yen Wah Tong<sup>b,c,d</sup>, Surendra Pratap Singh<sup>a</sup>

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Abstract

Hydrogen is considered a source of clean energy and will be our future fuel. Different types of technologies have been explored for producing hydrogen. Some of them are commercially available, while others are under development that may change the future

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Chapter 11 - Genetically engineered plants for phytoremediation of heavy metals

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Abstract

Continuous industrial growth and anthropogenic activities are the main sources of the generation of toxic heavy metals affecting human life, soil properties, and microbial growth or activity in the ecosystem via the food chain. Phytotechnology is indicated as a viable solution for remediating heavy metal contamination compared to other



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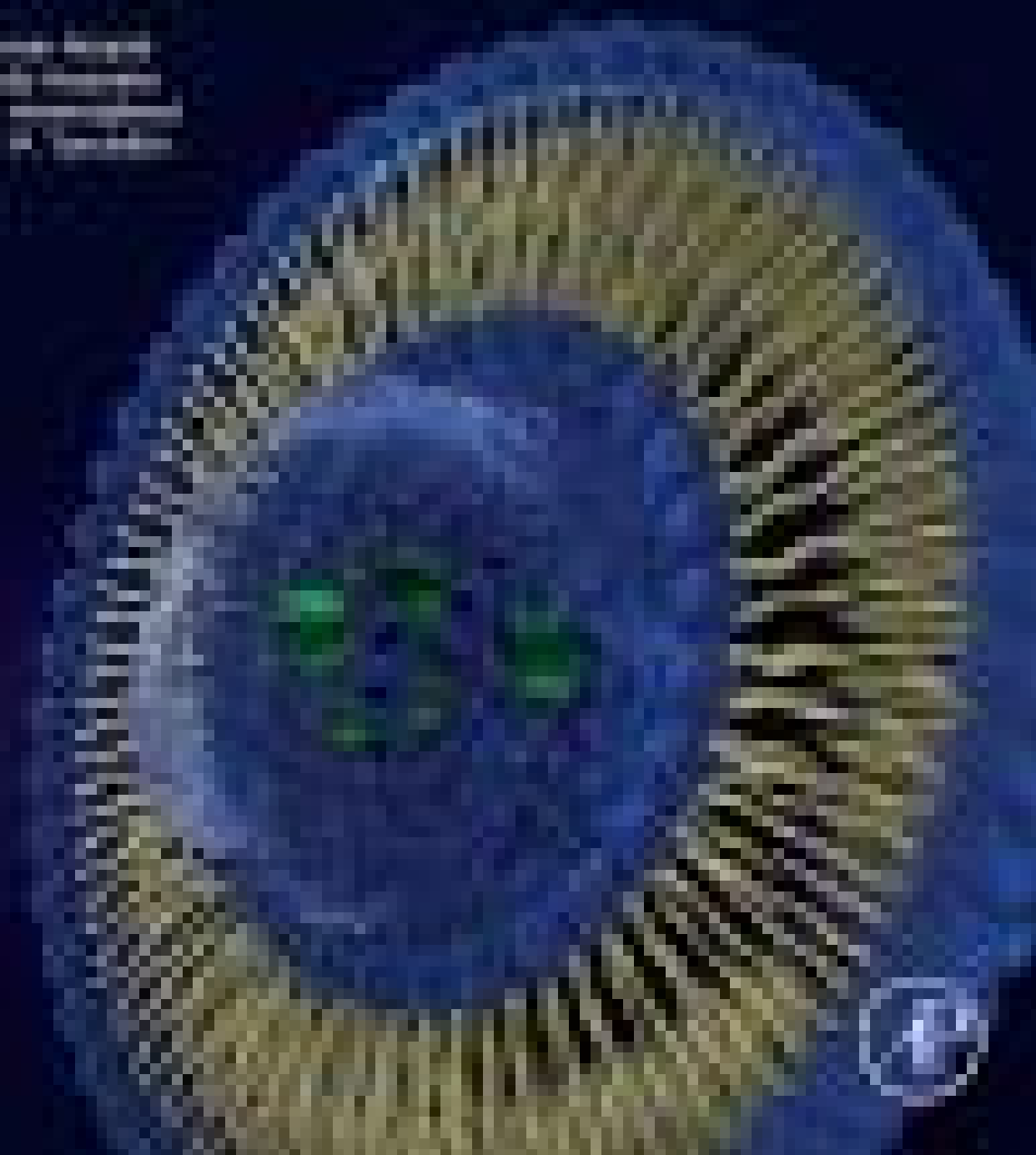


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Chapter 6 - Functionalized liposomes: a nanovesicular system

Shashi Kiran Misra<sup>1</sup>, Kamla Pathak<sup>2</sup>

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Abstract

Liposomes have achieved remarkable distinction in nanocarriers systems owing to the efficient delivery of both hydrophilic and lipophilic therapeutics at targeted sites. Several merits, including high drug payload, biocompatibility, and aptitude for self-assembly along with feasibility for physicochemical modification enabled liposomes as suitable candidates for site-specific drug delivery systems. However, inadequate encapsulation,

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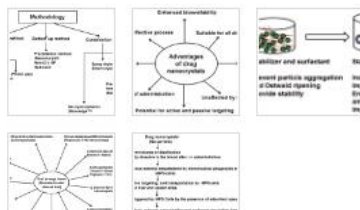
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### Chapter 10 - Drug nanocrystals as drug delivery systems

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#### Abstract

According to the Biopharmaceutical Classification System, the solubility and permeability of a drug are the key drivers of its development. Drugs belonging to Classes II and IV are poorly water soluble and often require their physical form to be manipulated to achieve adequate dissolution. The formation of crystalline nanoparticles or nanocrystals can improve solubility and permeability and ultimately bioavailability owing to the greater

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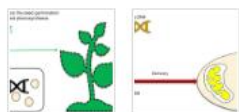
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Developments in Applied Microbiology and Biotechnology

2022, Pages 269-283



### 11 - Nanotechnology for plant growth promotion and stress management

Pooja Sharma <sup>a</sup>, Ashutosh Shukla <sup>b</sup>, Mamta Yadav <sup>b</sup>, Anuj Kumar Tiwari <sup>c</sup>, Ravindra Soni <sup>d</sup>, Sudhir Kumar Srivastava <sup>e</sup>, Surendra Pratap Singh <sup>b</sup>

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Nanotechnology has demonstrated promising prospects for nanoscale tools and techniques to increase food production and address future requirements for food safety and farming. Furthermore, given the potential benefits of nanotechnology to date, their

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### Chapter 21 - Microbes enhancing assimilation and utilization of minerals promoting plant health and production

Pooja Sharma<sup>1,2</sup>, Sonam Tripathi<sup>3</sup>, Anisha Srivastava<sup>4</sup>, Ravindra Soni<sup>4</sup>, Surendra Pratap Singh<sup>5</sup>

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Microorganisms were essential components of the cycling of plant nutrients. Microorganisms play a significant role in the mobilization, uptake, growth enhancement, disease suppression, and nutrient enrichment in growing plants. Phosphate and sulfate

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Bio-Based Nanomaterials

Synthesis Protocols, Mechanisms and Applications

Micro and Nano Technologies

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Chapter 7 - Nanobiochar—a green catalyst for wastewater remediation

Shivani Goswami<sup>1</sup>, Anamika Kushwaha<sup>2</sup>, Lalit Goswami<sup>3</sup>, Nidhi Rani Gupta<sup>4</sup>, Vinit Kumar<sup>5</sup>, Uday Bhan<sup>6</sup>, Bezawada Sridhar Reddy<sup>7</sup>, Kumud Malika Tripathi<sup>7</sup>

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



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*Dr. Pramod Kumar Yadav*

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# **Innovation and Entrepreneurship**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# **Contemporary Issues in Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# **Advances in Entrepreneurship and Management**

*Editors*

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Sudhanshu Pandiya**



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*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



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# **Emerging Trends *in* Management**

*Editors*

**Prof. Sudhanshu Pandiya**

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# Infection Biology

*Edited by*

*Prof. Varsha Gupta*

*Dr. Shilpa Deshpande Kaistha*

*Dr. Chandresh Sharma*

*Dr. Ranjana Gautam*



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# **Contemporary Issues in Management**

*Editors*

**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# **Innovation and Entrepreneurship**

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**Prof. Anshu Yadav  
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# Text Book on Kinesiological basics of Physical Activity

*Editors*

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*Dr. Ashish Katiyar*



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## Preface

Yet another book Kinesiological Basis of Physical Activity! You may ask this question many times. There are many answers, the first being that our aim is to let the students of Physical Education, Health & Sports Sciences gather information on the basics of kinesiology. Most of the time, the books produced on the topic are written by the experts from the medicine field, whereas the same subject has been taught in the field of Physical Education, Health & Sports Sciences where students come from myriad disciplines including some elite athletes who generally do not have the detailed educational background of biology and life science. Thus they feel apprehension about the subject on being inducted into physical education, health & sports science streams.

Hence the book in your hand has especially been written for the students of physical education/ health/ sports/ physiotherapy/ sports medicine/ fitness trainer/ dietetics etc. The book is taken out from the notes prepared for the project carried out by the lead author on the 'Development of e-content of Physical Education' under the NME-ICT programme sponsored by MHRD, Govt. of India. The author had generated 80 hrs of lectures on Kinesiology. The contents had been delivered to the sponsoring agency which had uploaded all the lectures under <http://eacharya.inflibnet.ac.in/>

In this treatise '*Kinesiological Basis of Physical Activity*' in Physical Education, Health & Sports Sciences we have tried to depict and summarize the entire gamut of the subject in a concise

and crisp manner. All important and useful topics have been included and deliberated. The coverage is comprehensive and is up-to-date. The chapter on reproductive System (Ch. 16) is taken from the wiki book on Human Physiology which is available online under GNU Free Documentation Licence (Version 1.2, Nov 2002).

We are sure the book will be very useful for the students of Physical Education, Health & Sports Sciences and allied health professionals. All suggestions for improvement are welcome.

**Editors**

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# Text Book on Kinesiological basics of Physical Activity

*Editors*

*Dr. Syed Tariq Murtaza*

*Dr. Ashish Katiyar*



**Homage Publication**

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## Preface

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Hence the book in your hand has especially been written for the students of physical education/ health/ sports/ physiotherapy/ sports medicine/ fitness trainer/ dietetics etc. The book is taken out from the notes prepared for the project carried out by the lead author on the 'Development of e-content of Physical Education' under the NME-ICT programme sponsored by MHRD, Govt. of India. The author had generated 80 hrs of lectures on Kinesiology. The contents had been delivered to the sponsoring agency which had uploaded all the lectures under <http://eacharya.inflibnet.ac.in/>

In this treatise '*Kinesiological Basis of Physical Activity*' in Physical Education, Health & Sports Sciences we have tried to depict and summarize the entire gamut of the subject in a concise

and crisp manner. All important and useful topics have been included and deliberated. The coverage is comprehensive and is up-to-date. The chapter on reproductive System (Ch. 16) is taken from the wiki book on Human Physiology which is available online under GNU Free Documentation Licence (Version 1.2, Nov 2002).

We are sure the book will be very useful for the students of Physical Education, Health & Sports Sciences and allied health professionals. All suggestions for improvement are welcome.

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*Dr. Soni Gupta*  
*Dr. Anuradha Kalani*



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# Applied Food Science

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Heteropneustes Fossilis  
*Vinod Kumar Verma*



# Applied Biotechniques

*Edited by*

**Dr. Rajesh Kumar  
Dr. Pramod Kumar Yadav  
Dr. Anuradha Kalani  
Dr. Vinod Kumar Verma**



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# Advance Agricultural Practices

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# Sustainable Environmental Practices

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*Dr. Pramod Kumar Yadav*

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# Text Book on Kinesiological basics of Physical Activity

*Editors*

*Dr. Syed Tariq Murtaza*

*Dr. Ashish Katiyar*



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## Preface

Yet another book Kinesiological Basis of Physical Activity! You may ask this question many times. There are many answers, the first being that our aim is to let the students of Physical Education, Health & Sports Sciences gather information on the basics of kinesiology. Most of the time, the books produced on the topic are written by the experts from the medicine field, whereas the same subject has been taught in the field of Physical Education, Health & Sports Sciences where students come from myriad disciplines including some elite athletes who generally do not have the detailed educational background of biology and life science. Thus they feel apprehension about the subject on being inducted into physical education, health & sports science streams.

Hence the book in your hand has especially been written for the students of physical education/ health/ sports/ physiotherapy/ sports medicine/ fitness trainer/ dietetics etc. The book is taken out from the notes prepared for the project carried out by the lead author on the 'Development of e-content of Physical Education' under the NME-ICT programme sponsored by MHRD, Govt. of India. The author had generated 80 hrs of lectures on Kinesiology. The contents had been delivered to the sponsoring agency which had uploaded all the lectures under <http://eacharya.inflibnet.ac.in/>

In this treatise '*Kinesiological Basis of Physical Activity*' in Physical Education, Health & Sports Sciences we have tried to depict and summarize the entire gamut of the subject in a concise

and crisp manner. All important and useful topics have been included and deliberated. The coverage is comprehensive and is up-to-date. The chapter on reproductive System (Ch. 16) is taken from the wiki book on Human Physiology which is available online under GNU Free Documentation Licence (Version 1.2, Nov 2002).

We are sure the book will be very useful for the students of Physical Education, Health & Sports Sciences and allied health professionals. All suggestions for improvement are welcome.

**Editors**

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# Integrated Management of Pollution

*Edited by*

**Prof. Varsha Gupta  
Dr. Vinod Kumar Verma  
Dr. Neerja Srivastava  
Dr. Ekta Khare**



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# **Innovation and Entrepreneurship**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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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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# **Innovation and Entrepreneurship**

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Prof. Sudhanshu Pandiya**



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# **Sustainability and Management**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010

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**Prof. Sudhanshu Pandiya**

**Prof. Anshu Yadav**



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# **Contemporary Issues in Management**

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# **Sustainability and Management**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

Ghaziabad, U.P.-201010

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# Textbook of Clinical Physiotherapy

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## **Acknowledgement**

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



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# Textbook of Clinical Physiotherapy

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CSJM University, Kanpur, U.P*

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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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# Emerging Trends *in* Social Sciences

*Editors*

*Dr. Anshu Singh*

*Dr. Manas Upadhyaya*

*Dr. Pooja Singh*

*Dr. Ajay Pratap Singh*



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## Preface

It is with great pleasure that we present this edited volume on “Emerging Trends in Social Sciences.” The purpose of this book is to provide a comprehensive overview of the latest research and thinking in the field of social science, and to showcase the most recent developments and trends in the discipline.

Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

The chapters in this book cover a wide range of topics, including Agriculture And Rural Development, agriculture marketing reforms: State extension works programme, and each chapter offers a unique perspective and makes an important contribution to the field. From cutting-edge research on social phenomena to innovative theories and methods, this book offers something for everyone interested in the social sciences.

We would like to acknowledge the contributions of all the authors who generously shared their knowledge and expertise with us. We are grateful for their hard work and dedication, which made this book possible.

Finally, we hope that this book will be of interest and value to students, practitioners, academicians, and researchers alike. We believe that the insights and findings presented in this book will stimulate further research and discussion on the important and ever-evolving field of social sciences.

**Editors**



# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

based therapy. Seventh chapter gives a chance to learn about stress management, it talks about various strategies to deal with stress and anxiety. The chapter eight investigates nature of stress and its effect on human life. The chapter Ninth studies obedience as form of social influence. The next chapter discussed about facts of national education policy and its importance. The Eleventh chapter of the book shows how group psychotherapy can be used in various mental health issues. The next chapter discuss the role of information and communication technologies for graduate students. The Thirteen chapter focuses on tradition of manuscript painting and its role in social religious and cultural harmony.

**Editors**

# Aesthetics in Literature

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*Dr. Sonali Maurya*



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# **New Trends in Dimensions of English Literature**

*Editor*

*Prof. Sanjay Kumar Swarnkar*



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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

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*Editors*

*Dr. Anshu Singh*

*Dr. Manas Upadhyaya*

*Dr. Pooja Singh*

*Dr. Ajay Pratap Singh*



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It is with great pleasure that we present this edited volume on “Emerging Trends in Social Sciences.” The purpose of this book is to provide a comprehensive overview of the latest research and thinking in the field of social science, and to showcase the most recent developments and trends in the discipline.

Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

The chapters in this book cover a wide range of topics, including Agriculture And Rural Development, agriculture marketing reforms: State extension works programme, and each chapter offers a unique perspective and makes an important contribution to the field. From cutting-edge research on social phenomena to innovative theories and methods, this book offers something for everyone interested in the social sciences.

We would like to acknowledge the contributions of all the authors who generously shared their knowledge and expertise with us. We are grateful for their hard work and dedication, which made this book possible.

Finally, we hope that this book will be of interest and value to students, practitioners, academicians, and researchers alike. We believe that the insights and findings presented in this book will stimulate further research and discussion on the important and ever-evolving field of social sciences.

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# Medium of Traditional Folk Expression

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*Co-Editors*

*Dr. Sachiv Gautam*

*Mr. Mithae Lal*



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## प्रस्तावना

भारत एक प्राचीन सांस्कृतिक देश है। कला मानव की सौन्दर्य भावना की परिचायक और मानव संस्कृति की उपज है। यहाँ कला एवं संस्कृति में लोककला का अनूठा समन्वय सर्वत्र देखा जा सकता है। हमारे देश में सर्वाधिक लोक कलाओं का जन्म हुआ है। यदि हम गौर करें तो हमें बहुत से ऐसे पारम्परिक देशज कलारूप देखने को मिलते हैं, जिसके बारे में आधुनिक समाज नितान्त अनभिज्ञ है।

वेद व्यास के कथनानुसार है—“प्रत्यक्षदीर्घा लोकानां सर्वदर्शी भवैन्नर” अर्थात् लोक को प्रत्यक्ष देखने वाला व्यक्ति सर्वदर्शी होता है। भारतीय शास्त्रों में लोक, लौकिक, लोकधर्मी, नाट्यधर्मी जैसे शब्दों का विशेष सन्दर्भों में प्रयोग व्यापकता से प्रयोग किया गया है। एक विद्वान के मतानुसार—“लोक के ज्ञान के लिए लोक भूमि पर खड़े होकर लोक—चेतना के स्तर पर लोक से जुड़ाव अनिवार्य है”। लोक के प्रति आस्था ही लोक—कला को मूर्तिरूप प्रदान करती है। लोक के साथ—साथ अनेक समसामयिक शब्द लोकाभिव्यक्तियों को प्रतिबिंबित करते हैं। लोकत्व, लोक मनःस्थिति, लोकमन या लोक मानस, लोक प्रवृत्ति, लोकप्रेम, लोकदर्शन, लोकमूल्य, लोकधर्म, लोकाचार्य या लोकाचरण, लोक संस्कार, लोकरीति, लोक कथा, लोक वर्जना, लोकरंजन और लोकोत्सव लोक अभिव्यक्ति के विविध आयाम हैं। इन्हीं सब के प्रभावों से लोक संस्कृति, लोक भाषा, लोक कला और लोक साहित्य की पहचान बनती है, यदि इन सभी लोक विधाओं में एक मौलिक विशिष्टा समान रूप से विद्यमान है, तो वह लोकतत्त्व की परिधि में आता है। इन अगण्य लोक तत्वों में उपकरणों, रूपाकारों और प्रकृतिजन्य संसाधनों से लेकर धार्मिक, आध्यात्मिक, सांस्कृतिक, भौगोलिक, ग्राम्य—तत्त्व एवं प्रतीक सम्मिलित हैं। साथ ही साथ इन लोकतत्वों का संसार भी अत्यन्त विस्तृत है, जो प्रागैतिहासिक काल से लेकर अजन्ता, एलोरा और बाघ की गुफाओं से होता हुआ, मध्ययुगीन कला शैलियों को प्रभावित करता हुआ आधुनिक एवं

समसामयिक विविध कलारूपों में प्रतिबिंबित होता है। कलाकारों की प्रयोग धर्मिता ने लोकतत्वों को अपनी तरह प्रयोग करके नये कला-स्वरूपों, कला प्रतिमानों एवं नवीन कला शैलियों को जन्म दिया है। आधुनिक कला में लोकतत्वों की भूमिका एवं प्रभाव जानने से पूर्व प्राचीन काल से लोक तत्वों के अविरल प्रवाह को जानना और समझने महती आवश्यकता है। तभी हम लोकतत्वों की भूमिका की सम्यक् विवेचना कर सकेंगे।

लोक संस्कृति में जहाँ लोक मूल्यों और लोक संस्कारों का महत्व है, वहीं लोक साहित्य और लोक-कलाओं का भी उतना ही महत्व है। लोक-कला अनन्त लोक जीवन की धारा है जो न रुकती है और न काल के प्रवाह से दिशाहीन होकर गतिहीनता और शुष्कता को प्राप्त होती है। भारतीय जीवन में धर्म का महत्व तो है ही, लोक जीवन में भी धार्मिक अनुष्ठानों की एक लम्बी श्रृंखला देखने को मिलती है। परम्परा, रीति-रिवाज इसके स्वाद में रीढ़ की हड्डी की भाँति अपनी प्रतिष्ठा व महत्व को चरितार्थ करते हैं, जिससे इसका लोकतत्व परिष्कृत रूप में प्रस्तुत होता है। प्रत्येक त्यौहार पर उससे सम्बन्धित मांगलिक चिन्हों व रूपाकारों को चित्रांकित करने की पुरातन परंपरा रही है।

भारतीय कलाकारों ने देवी-देवताओं की काल्पनिक छवियों का सृजन करने में अधिक अभिरुचि दर्शायी है तथा सदियों से चली आ रही लोक जीवन की महती मान्यताओं को अपनी कला-कृतियों के सृजनात्मक अभ्यास में ढालकर कला मानव मूल्यों और आदर्शों को अपने जीवन में अपनाने पर बल दिया है। लोक जीवन के प्रति भारतीय कलाकारों की यह निष्ठा भारतीय कला के महान अभियान की सूचना है, जिसका साक्ष्य हमें सिन्धु सभ्यता से प्राप्त कला कृतियों में भी मिलते हैं। राजस्थानी, मुगल और पहाड़ी जैसी प्रमुख शैलियों की जितनी भी शाखाएँ हैं, उन सभी में धर्म को सर्वोपरि माना गया है तथा इस धर्म का रूपांकन लोक तत्वों के माध्यम से जुड़ा हुआ है।

लोक कला की सरलता, प्रतीकात्मकता, प्रतिरूपात्मकता का अभाव आदि विशेषताएँ आधुनिक कलाकारों के लिए प्रेरणास्रोत बना और भारतीय 'लोक कला' घरों के आँगनों में विकसित होकर वैश्विक कला-पटल पर अपनी उपस्थिति दर्ज करा रही है। इस उपलब्धि का श्रेय प्रमुखता से बंगाल

के प्रख्यात लोक कलाकार 'यामिनी राय' को दिया जा सकता है। इसी प्रकार नन्दलाल बसु, विनोद बिहारी मुखर्जी ने भी लोक जीवन से प्रेरणा ग्रहण की थी। अन्य कलाकार जिन्होंने लोक-कला से प्रेरित खिलौनों के समान मुद्राओं तथा आकृतियों का प्रयोग किया है, उनमें प्रमुख रूप से निम्न कलाकारों का उल्लेख किया जा सकता है— जे. सुल्तान अली, लक्ष्मण पै, ज्योति भट्ट, भगवान कपूर, सतीश गुजराल, देवयानी कृष्ण, सुनील याधव, जैराम पटेल, परितोष सेन, गौतम वघेला आदि। साथ ही साथ अनेक समकालीन कलाकारों का भी झुकाव लोक कलाओं के प्रति उल्लेखनीय है।

लोक कला के प्रतीकों, संकेतों, रूपाकारों का भरपूर उपयोग किया जाता है। समकालीन कला के वैविध्य का प्रभाव लोक-कला कृतियों में भी देखने को मिलता है। वर्तमान समय में लोक-कला केवल भारतीय ग्रामीण ांचलों तक ही सीमित नहीं है, वरन् वह आज विश्व कला पटल पर दस्तक दे रही है। जिस प्रकार समकालीन कला में वैविध्य का आन्दोलन छिड़ा है, जिसके कारण रेखाओं, रंगों, चित्रण माध्यमों, चित्रण विषयों और व्यक्तिगत चित्रण शैलियों के निरन्तर नये प्रयोग हो रहे हैं, उसी प्रकार लोककला भी धर्मपरायण है। क्योंकि लोककला के कलाकार इसी समय के हैं अर्थात् वे समकालीन कला रुझानों के प्रभाव से कैसे वंचित रह सकते हैं। वर्तमान में आधुनिक कला के विभिन्न रूपों जैसे: मूर्तिकला, चित्रकला, लघु चित्र, वस्त्र उद्योग, बर्तन उद्योग, आधुनिक आन्तरिक सज्जा, नवीन प्रचलनों, आभूषण उद्योग, डिजायनिंग, आर्किटेक्चर, आदि अनेक आधुनिक विधाओं में लोकतत्वों की प्रचुरता दृष्टिगोचर होती है, इससे प्रतीत होता है कि लोक-कला ने आधुनिक कला को न केवल प्रभावित किया है बल्कि नवीन प्रयोगधर्मिता से कला के नवीन रूपों को जन्म दिया है। लोक-कला हमारे जीवन का एक अविच्छिन्न अंग है, जो हमारे दैनिक जीवन में विभिन्न रूपों में गुंथी हुई है।

भारतीय लोक चित्रकला के साथ-साथ भारतीय लोक संगीत भी भारतीय संस्कृति की भी अपनी अलग पहचान है। लोक संगीत एक प्रकार का गायन विधा है जो कि किसी क्षेत्र विशेष में लोगों द्वारा पारंपरिक रूप से गाया जाता है और वह उनकी संस्कृति का एक अभिन्न अंग है। भारत की विराट सांस्कृतिक विविधता के कारण भारतीय लोक संगीत विविधतापूर्ण है।

ग्रामीणांचलों के इन लोक गायन में हम ग्रामीण परिवेश की झांकी देख सकते हैं। ये न केवल ग्रामीणों के लिए मनोरंजन का एक साधन है वरन् ग्रामीण सामाजिक रीतिरिवाजों का एक प्रतिबिंब भी है। बिहू गीत, उत्तराखंडी संगीत, लावणी, रबीन्द्र संगीत, भवगीत, नातुपुरा पादलगल, भटियाली, मांड, कजरी, फाग, आह्ला गायन आदि ग्रामीण आँचलों में गाये जाने वाले लोक संगीत भारतीय संस्कृति के अभिन्न अंग हैं।

भारतीय लोगों के जीवन में संगीत हमेशा से एक महत्वपूर्ण पक्ष रहा है। भारत की सांस्कृतिक विविधता ने लोक संगीत के विभिन्न रूपों में अपना भरपूर योगदान दिया है। भारत के लगभग प्रत्येक क्षेत्र का अपना विशिष्ट लोक संगीत है जो वहां की स्थानिक संस्कृति तथा जीवन के तौर-तरीकों को प्रतिबिंबित करता है। लोक संगीत, संगीत की दृष्टि से भी महत्वपूर्ण है क्योंकि ये उस संगीत से जुड़े लोगों का संक्षिप्त इतिहास भी प्रस्तुत करता है। लोक गीतों की उत्पत्ति का कारण तथा इनका प्रयोग अधिकांशतः पूरे भारत में एक जैसे होते हैं। इन गीतों की गायन विधियाँ अलग-अलग प्रदेशों में वहां की संस्कृति के अनुसार भिन्न हो सकती हैं।

लोक-कला की ऐतिहासिक परम्परा का अपना अलग स्वरूप है, लोक कला की क्रमबद्धता बहुत प्राचीन है। इसके इतिहास का कभी दस्जावेजीकरण नहीं किया गया और न ही किसी ने इसमें अभिरुचि दिखाई परन्तु जाने अनजाने दादियों के काँपते हाथों से उनके पोपले मुख से बहू-बेटियाँ सुनती और गुनती रहीं, उन्होंने भी पढ़ा नहीं था, केवल सुना था, सीखा था। यही तो इसकी क्रमबद्धता है, यही इसका इतिहास है। लोक परम्पराओं से दूरगामी और अत्यन्त प्राचीन कोई वस्तु नहीं है, वह तो हमारे मध्य शाश्वत सत्य के रूप में मानव जीवन की उत्पत्ति से जुड़ी चली आ रही है। लोक-कला जहाँ एक ओर समाज के अतीत के अनुभवों को संजोकर रखती है, वहीं दूसरी ओर वर्तमान के प्राणों का स्पन्दन भी उसमें सुनाई देता है। युग-युगान्तर से चली आ रही इन परम्पराओं के साथ अपना योग विच्छिन्न नहीं होने देती।

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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

based therapy. Seventh chapter gives a chance to learn about stress management, it talks about various strategies to deal with stress and anxiety. The chapter eight investigates nature of stress and its effect on human life. The chapter Ninth studies obedience as form of social influence. The next chapter discussed about facts of national education policy and its importance. The Eleventh chapter of the book shows how group psychotherapy can be used in various mental health issues. The next chapter discuss the role of information and communication technologies for graduate students. The Thirteen chapter focuses on tradition of manuscript painting and its role in social religious and cultural harmony.

**Editors**

# Medium of Traditional Folk Expression

*Chief Editor*

*Dr. Brijesh Swaroop Katiyar*

*Co-Editors*

*Dr. Sachiv Gautam*

*Mr. Mithae Lal*



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## प्रस्तावना

भारत एक प्राचीन सांस्कृतिक देश है। कला मानव की सौन्दर्य भावना की परिचायक और मानव संस्कृति की उपज है। यहाँ कला एवं संस्कृति में लोककला का अनूठा समन्वय सर्वत्र देखा जा सकता है। हमारे देश में सर्वाधिक लोक कलाओं का जन्म हुआ है। यदि हम गौर करें तो हमें बहुत से ऐसे पारम्परिक देशज कलारूप देखने को मिलते हैं, जिसके बारे में आधुनिक समाज नितान्त अनभिज्ञ है।

वेद व्यास के कथनानुसार है—“प्रत्यक्षदीर्घा लोकानां सर्वदर्शी भवैन्नर” अर्थात् लोक को प्रत्यक्ष देखने वाला व्यक्ति सर्वदर्शी होता है। भारतीय शास्त्रों में लोक, लौकिक, लोकधर्मी, नाट्यधर्मी जैसे शब्दों का विशेष सन्दर्भों में प्रयोग व्यापकता से प्रयोग किया गया है। एक विद्वान के मतानुसार—“लोक के ज्ञान के लिए लोक भूमि पर खड़े होकर लोक—चेतना के स्तर पर लोक से जुड़ाव अनिवार्य है”। लोक के प्रति आस्था ही लोक—कला को मूर्तिरूप प्रदान करती है। लोक के साथ—साथ अनेक समसामयिक शब्द लोकाभिव्यक्तियों को प्रतिबिंबित करते हैं। लोकत्व, लोक मनःस्थिति, लोकमन या लोक मानस, लोक प्रवृत्ति, लोकप्रेम, लोकदर्शन, लोकमूल्य, लोकधर्म, लोकाचार्य या लोकाचरण, लोक संस्कार, लोकरीति, लोक कथा, लोक वर्जना, लोकरंजन और लोकोत्सव लोक अभिव्यक्ति के विविध आयाम हैं। इन्हीं सब के प्रभावों से लोक संस्कृति, लोक भाषा, लोक कला और लोक साहित्य की पहचान बनती है, यदि इन सभी लोक विधाओं में एक मौलिक विशिष्टा समान रूप से विद्यमान है, तो वह लोकतत्त्व की परिधि में आता है। इन अगण्य लोक तत्वों में उपकरणों, रूपाकारों और प्रकृतिजन्य संसाधनों से लेकर धार्मिक, आध्यात्मिक, सांस्कृतिक, भौगोलिक, ग्राम्य—तत्त्व एवं प्रतीक सम्मिलित हैं। साथ ही साथ इन लोकतत्वों का संसार भी अत्यन्त विस्तृत है, जो प्रागैतिहासिक काल से लेकर अजन्ता, एलोरा और बाघ की गुफाओं से होता हुआ, मध्ययुगीन कला शैलियों को प्रभावित करता हुआ आधुनिक एवं

समसामयिक विविध कलारूपों में प्रतिबिंबित होता है। कलाकारों की प्रयोग धर्मिता ने लोकतत्वों को अपनी तरह प्रयोग करके नये कला-स्वरूपों, कला प्रतिमानों एवं नवीन कला शैलियों को जन्म दिया है। आधुनिक कला में लोकतत्वों की भूमिका एवं प्रभाव जानने से पूर्व प्राचीन काल से लोक तत्वों के अविरल प्रवाह को जानना और समझने महती आवश्यकता है। तभी हम लोकतत्वों की भूमिका की सम्यक् विवेचना कर सकेंगे।

लोक संस्कृति में जहाँ लोक मूल्यों और लोक संस्कारों का महत्व है, वहीं लोक साहित्य और लोक-कलाओं का भी उतना ही महत्व है। लोक-कला अनन्त लोक जीवन की धारा है जो न रुकती है और न काल के प्रवाह से दिशाहीन होकर गतिहीनता और शुष्कता को प्राप्त होती है। भारतीय जीवन में धर्म का महत्व तो है ही, लोक जीवन में भी धार्मिक अनुष्ठानों की एक लम्बी श्रृंखला देखने को मिलती है। परम्परा, रीति-रिवाज इसके स्वाद में रीढ़ की हड्डी की भाँति अपनी प्रतिष्ठा व महत्व को चरितार्थ करते हैं, जिससे इसका लोकतत्व परिष्कृत रूप में प्रस्तुत होता है। प्रत्येक त्यौहार पर उससे सम्बन्धित मांगलिक चिन्हों व रूपाकारों को चित्रांकित करने की पुरातन परंपरा रही है।

भारतीय कलाकारों ने देवी-देवताओं की काल्पनिक छवियों का सृजन करने में अधिक अभिरुचि दर्शायी है तथा सदियों से चली आ रही लोक जीवन की महती मान्यताओं को अपनी कला-कृतियों के सृजनात्मक अभ्यास में ढालकर कला मानव मूल्यों और आदर्शों को अपने जीवन में अपनाने पर बल दिया है। लोक जीवन के प्रति भारतीय कलाकारों की यह निष्ठा भारतीय कला के महान अभियान की सूचना है, जिसका साक्ष्य हमें सिन्धु सभ्यता से प्राप्त कला कृतियों में भी मिलते हैं। राजस्थानी, मुगल और पहाड़ी जैसी प्रमुख शैलियों की जितनी भी शाखाएँ हैं, उन सभी में धर्म को सर्वोपरि माना गया है तथा इस धर्म का रूपांकन लोक तत्वों के माध्यम से जुड़ा हुआ है।

लोक कला की सरलता, प्रतीकात्मकता, प्रतिरूपात्मकता का अभाव आदि विशेषताएँ आधुनिक कलाकारों के लिए प्रेरणास्रोत बना और भारतीय 'लोक कला' घरों के आँगनों में विकसित होकर वैश्विक कला-पटल पर अपनी उपस्थिति दर्ज करा रही है। इस उपलब्धि का श्रेय प्रमुखता से बंगाल

के प्रख्यात लोक कलाकार 'यामिनी राय' को दिया जा सकता है। इसी प्रकार नन्दलाल बसु, विनोद बिहारी मुखर्जी ने भी लोक जीवन से प्रेरणा ग्रहण की थी। अन्य कलाकार जिन्होंने लोक-कला से प्रेरित खिलौनों के समान मुद्राओं तथा आकृतियों का प्रयोग किया है, उनमें प्रमुख रूप से निम्न कलाकारों का उल्लेख किया जा सकता है— जे. सुल्तान अली, लक्ष्मण पै, ज्योति भट्ट, भगवान कपूर, सतीश गुजराल, देवयानी कृष्ण, सुनील याधव, जैराम पटेल, परितोष सेन, गौतम वघेला आदि। साथ ही साथ अनेक समकालीन कलाकारों का भी झुकाव लोक कलाओं के प्रति उल्लेखनीय है।

लोक कला के प्रतीकों, संकेतों, रूपाकारों का भरपूर उपयोग किया जाता है। समकालीन कला के वैविध्य का प्रभाव लोक-कला कृतियों में भी देखने को मिलता है। वर्तमान समय में लोक-कला केवल भारतीय ग्रामीण ांचलों तक ही सीमित नहीं है, वरन् वह आज विश्व कला पटल पर दस्तक दे रही है। जिस प्रकार समकालीन कला में वैविध्य का आन्दोलन छिड़ा है, जिसके कारण रेखाओं, रंगों, चित्रण माध्यमों, चित्रण विषयों और व्यक्तिगत चित्रण शैलियों के निरन्तर नये प्रयोग हो रहे हैं, उसी प्रकार लोककला भी धर्मपरायण है। क्योंकि लोककला के कलाकार इसी समय के हैं अर्थात् वे समकालीन कला रुझानों के प्रभाव से कैसे वंचित रह सकते हैं। वर्तमान में आधुनिक कला के विभिन्न रूपों जैसे: मूर्तिकला, चित्रकला, लघु चित्र, वस्त्र उद्योग, बर्तन उद्योग, आधुनिक आन्तरिक सज्जा, नवीन प्रचलनों, आभूषण उद्योग, डिजायनिंग, आर्किटेक्चर, आदि अनेक आधुनिक विधाओं में लोकतत्वों की प्रचुरता दृष्टिगोचर होती है, इससे प्रतीत होता है कि लोक-कला ने आधुनिक कला को न केवल प्रभावित किया है बल्कि नवीन प्रयोगधर्मिता से कला के नवीन रूपों को जन्म दिया है। लोक-कला हमारे जीवन का एक अविच्छिन्न अंग है, जो हमारे दैनिक जीवन में विभिन्न रूपों में गुंथी हुई है।

भारतीय लोक चित्रकला के साथ-साथ भारतीय लोक संगीत भी भारतीय संस्कृति की भी अपनी अलग पहचान है। लोक संगीत एक प्रकार का गायन विधा है जो कि किसी क्षेत्र विशेष में लोगों द्वारा पारंपरिक रूप से गाया जाता है और वह उनकी संस्कृति का एक अभिन्न अंग है। भारत की विराट सांस्कृतिक विविधता के कारण भारतीय लोक संगीत विविधतापूर्ण है।

ग्रामीणांचलों के इन लोक गायन में हम ग्रामीण परिवेश की झांकी देख सकते हैं। ये न केवल ग्रामीणों के लिए मनोरंजन का एक साधन है वरन् ग्रामीण सामाजिक रीतिरिवाजों का एक प्रतिबिंब भी है। बिहू गीत, उत्तराखंडी संगीत, लावणी, रबीन्द्र संगीत, भवगीत, नातुपुरा पादलगल, भटियाली, मांड, कजरी, फाग, आह्ला गायन आदि ग्रामीण आँचलों में गाये जाने वाले लोक संगीत भारतीय संस्कृति के अभिन्न अंग हैं।

भारतीय लोगों के जीवन में संगीत हमेशा से एक महत्वपूर्ण पक्ष रहा है। भारत की सांस्कृतिक विविधता ने लोक संगीत के विभिन्न रूपों में अपना भरपूर योगदान दिया है। भारत के लगभग प्रत्येक क्षेत्र का अपना विशिष्ट लोक संगीत है जो वहां की स्थानिक संस्कृति तथा जीवन के तौर-तरीकों को प्रतिबिंबित करता है। लोक संगीत, संगीत की दृष्टि से भी महत्वपूर्ण है क्योंकि ये उस संगीत से जुड़े लोगों का संक्षिप्त इतिहास भी प्रस्तुत करता है। लोक गीतों की उत्पत्ति का कारण तथा इनका प्रयोग अधिकांशतः पूरे भारत में एक जैसे होते हैं। इन गीतों की गायन विधियाँ अलग-अलग प्रदेशों में वहां की संस्कृति के अनुसार भिन्न हो सकती हैं।

लोक-कला की ऐतिहासिक परम्परा का अपना अलग स्वरूप है, लोक कला की क्रमबद्धता बहुत प्राचीन है। इसके इतिहास का कभी दस्जावेजीकरण नहीं किया गया और न ही किसी ने इसमें अभिरुचि दिखाई परन्तु जाने अनजाने दादियों के काँपते हाथों से उनके पोपले मुख से बहू-बेटियाँ सुनती और गुनती रहीं, उन्होंने भी पढ़ा नहीं था, केवल सुना था, सीखा था। यही तो इसकी क्रमबद्धता है, यही इसका इतिहास है। लोक परम्पराओं से दूरगामी और अत्यन्त प्राचीन कोई वस्तु नहीं है, वह तो हमारे मध्य शाश्वत सत्य के रूप में मानव जीवन की उत्पत्ति से जुड़ी चली आ रही है। लोक-कला जहाँ एक ओर समाज के अतीत के अनुभवों को संजोकर रखती है, वहीं दूसरी ओर वर्तमान के प्राणों का स्पन्दन भी उसमें सुनाई देता है। युग-युगान्तर से चली आ रही इन परम्पराओं के साथ अपना योग विच्छिन्न नहीं होने देती।



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# Textbook of Clinical Physiotherapy

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## **Preface**

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# Textbook of Clinical Physiotherapy

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# Textbook of Clinical Physiotherapy

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# **Industrial Biotechnology and Bioentrepreneurship**

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# **Trends in Pharmaceutical Science**

**(Set of 3 Volume)**

**Volume - 3**

*Editors*

*Dr. Nisha Sharma*

*Dr. Prakash Chandra Gupta*

*Dr. Kalpana*



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# **Advance Agricultural Practices**

*Editors*

**Dr. RV Sreeharsha  
Dr. Soni Gupta  
Dr. Neerja Srivastava  
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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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**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



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# **Contemporary Issues in Management**

*Editors*

**Anshu Yadav  
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**Shiksha Deep Prakashan**

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# **Emerging Trends *in* Management**

*Editors*

**Prof. Sudhanshu Pandiya**

**Prof. Anshu Yadav**



**Shiksha Deep Prakashan**

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# **Advances in Entrepreneurship and Management**

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**Anshu Yadav  
Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



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# Textbook of Clinical Physiotherapy

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CSJM University, Kanpur, U.P*

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# मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश 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 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**

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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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Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

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**Editors**



# New Trends in Dimensions of English Literature

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**Prof. Sudhanshu Pandiya**

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**Anshu Yadav  
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**Shiksha Deep Prakashan**

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

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Pankaj Dwivedi*

*Mr Samiuddin*



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*Edited by*

*Dr. Shashi Kant Tripathi*

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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

based therapy. Seventh chapter gives a chance to learn about stress management, it talks about various strategies to deal with stress and anxiety. The chapter eight investigates nature of stress and its effect on human life. The chapter Ninth studies obedience as form of social influence. The next chapter discussed about facts of national education policy and its importance. The Eleventh chapter of the book shows how group psychotherapy can be used in various mental health issues. The next chapter discuss the role of information and communication technologies for graduate students. The Thirteen chapter focuses on tradition of manuscript painting and its role in social religious and cultural harmony.

**Editors**

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मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

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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**

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छत्रपति शाहूजी महाराज विश्वविद्यालय, कानपुर



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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

based therapy. Seventh chapter gives a chance to learn about stress management, it talks about various strategies to deal with stress and anxiety. The chapter eight investigates nature of stress and its effect on human life. The chapter Ninth studies obedience as form of social influence. The next chapter discussed about facts of national education policy and its importance. The Eleventh chapter of the book shows how group psychotherapy can be used in various mental health issues. The next chapter discuss the role of information and communication technologies for graduate students. The Thirteen chapter focuses on tradition of manuscript painting and its role in social religious and cultural harmony.

**Editors**

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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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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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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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# **Modern Constitutional Law**

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

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*Mr Samiuddin*



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# **Contemporary Business Law**

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*Dr. Shashi Kant Tripathi*

*Dr. Smita Srivastava*

*Dr. Pramod Kumar*



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*Editors*

**Prof. Sudhir K. Awasthi, Dr. Rajeev Mishra,  
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# Infection Biology

*Edited by*

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सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश 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।

**सम्पादक**



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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**

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*Dr. Rashmi Gaur*

*Co-Editor*

*Dr. Vimal Singh*

*Dr. Ratnartuh Mishra*



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*Editor*

*Dr. Sonali Maurya*



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*Prof. Sanjay Kumar Swarnkar*



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# New Trends in Dimensions of English Literature

*Editor*

*Prof. Sanjay Kumar Swarnkar*



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# Aesthetics in Literature

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*Dr. Sonali Maurya*



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*Dr. Brijesh Swaroop Katiyar*

*Co-Editors*

*Dr. Sachiv Gautam*

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## प्रस्तावना

भारत एक प्राचीन सांस्कृतिक देश है। कला मानव की सौन्दर्य भावना की परिचायक और मानव संस्कृति की उपज है। यहाँ कला एवं संस्कृति में लोककला का अनूठा समन्वय सर्वत्र देखा जा सकता है। हमारे देश में सर्वाधिक लोक कलाओं का जन्म हुआ है। यदि हम गौर करें तो हमें बहुत से ऐसे पारम्परिक देशज कलारूप देखने को मिलते हैं, जिसके बारे में आधुनिक समाज नितान्त अनभिज्ञ है।

वेद व्यास के कथनानुसार है—“प्रत्यक्षदीर्घा लोकानां सर्वदर्शी भवैन्नर” अर्थात् लोक को प्रत्यक्ष देखने वाला व्यक्ति सर्वदर्शी होता है। भारतीय शास्त्रों में लोक, लौकिक, लोकधर्मी, नाट्यधर्मी जैसे शब्दों का विशेष सन्दर्भों में प्रयोग व्यापकता से प्रयोग किया गया है। एक विद्वान के मतानुसार—“लोक के ज्ञान के लिए लोक भूमि पर खड़े होकर लोक—चेतना के स्तर पर लोक से जुड़ाव अनिवार्य है”। लोक के प्रति आस्था ही लोक—कला को मूर्तिरूप प्रदान करती है। लोक के साथ—साथ अनेक समसामयिक शब्द लोकाभिव्यक्तियों को प्रतिबिंबित करते हैं। लोकत्व, लोक मनःस्थिति, लोकमन या लोक मानस, लोक प्रवृत्ति, लोकप्रेम, लोकदर्शन, लोकमूल्य, लोकधर्म, लोकाचार्य या लोकाचरण, लोक संस्कार, लोकरीति, लोक कथा, लोक वर्जना, लोकरंजन और लोकोत्सव लोक अभिव्यक्ति के विविध आयाम हैं। इन्हीं सब के प्रभावों से लोक संस्कृति, लोक भाषा, लोक कला और लोक साहित्य की पहचान बनती है, यदि इन सभी लोक विधाओं में एक मौलिक विशिष्टा समान रूप से विद्यमान है, तो वह लोकतत्त्व की परिधि में आता है। इन अगण्य लोक तत्वों में उपकरणों, रूपाकारों और प्रकृतिजन्य संसाधनों से लेकर धार्मिक, आध्यात्मिक, सांस्कृतिक, भौगोलिक, ग्राम्य—तत्त्व एवं प्रतीक सम्मिलित हैं। साथ ही साथ इन लोकतत्वों का संसार भी अत्यन्त विस्तृत है, जो प्रागैतिहासिक काल से लेकर अजन्ता, एलोरा और बाघ की गुफाओं से होता हुआ, मध्ययुगीन कला शैलियों को प्रभावित करता हुआ आधुनिक एवं

समसामयिक विविध कलारूपों में प्रतिबिंबित होता है। कलाकारों की प्रयोग धर्मिता ने लोकतत्वों को अपनी तरह प्रयोग करके नये कला-स्वरूपों, कला प्रतिमानों एवं नवीन कला शैलियों को जन्म दिया है। आधुनिक कला में लोकतत्वों की भूमिका एवं प्रभाव जानने से पूर्व प्राचीन काल से लोक तत्वों के अविरल प्रवाह को जानना और समझने महती आवश्यकता है। तभी हम लोकतत्वों की भूमिका की सम्यक् विवेचना कर सकेंगे।

लोक संस्कृति में जहाँ लोक मूल्यों और लोक संस्कारों का महत्व है, वहीं लोक साहित्य और लोक-कलाओं का भी उतना ही महत्व है। लोक-कला अनन्त लोक जीवन की धारा है जो न रुकती है और न काल के प्रवाह से दिशाहीन होकर गतिहीनता और शुष्कता को प्राप्त होती है। भारतीय जीवन में धर्म का महत्व तो है ही, लोक जीवन में भी धार्मिक अनुष्ठानों की एक लम्बी श्रृंखला देखने को मिलती है। परम्परा, रीति-रिवाज इसके स्वाद में रीढ़ की हड्डी की भाँति अपनी प्रतिष्ठा व महत्व को चरितार्थ करते हैं, जिससे इसका लोकतत्व परिष्कृत रूप में प्रस्तुत होता है। प्रत्येक त्यौहार पर उससे सम्बन्धित मांगलिक चिन्हों व रूपाकारों को चित्रांकित करने की पुरातन परंपरा रही है।

भारतीय कलाकारों ने देवी-देवताओं की काल्पनिक छवियों का सृजन करने में अधिक अभिरुचि दर्शायी है तथा सदियों से चली आ रही लोक जीवन की महती मान्यताओं को अपनी कला-कृतियों के सृजनात्मक अभ्यास में ढालकर कला मानव मूल्यों और आदर्शों को अपने जीवन में अपनाने पर बल दिया है। लोक जीवन के प्रति भारतीय कलाकारों की यह निष्ठा भारतीय कला के महान अभियान की सूचना है, जिसका साक्ष्य हमें सिन्धु सभ्यता से प्राप्त कला कृतियों में भी मिलते हैं। राजस्थानी, मुगल और पहाड़ी जैसी प्रमुख शैलियों की जितनी भी शाखाएँ हैं, उन सभी में धर्म को सर्वोपरि माना गया है तथा इस धर्म का रूपांकन लोक तत्वों के माध्यम से जुड़ा हुआ है।

लोक कला की सरलता, प्रतीकात्मकता, प्रतिरूपात्मकता का अभाव आदि विशेषताएँ आधुनिक कलाकारों के लिए प्रेरणास्रोत बना और भारतीय 'लोक कला' घरों के आँगनों में विकसित होकर वैश्विक कला-पटल पर अपनी उपस्थिति दर्ज करा रही है। इस उपलब्धि का श्रेय प्रमुखता से बंगाल

के प्रख्यात लोक कलाकार 'यामिनी राय' को दिया जा सकता है। इसी प्रकार नन्दलाल बसु, विनोद बिहारी मुखर्जी ने भी लोक जीवन से प्रेरणा ग्रहण की थी। अन्य कलाकार जिन्होंने लोक-कला से प्रेरित खिलौनों के समान मुद्राओं तथा आकृतियों का प्रयोग किया है, उनमें प्रमुख रूप से निम्न कलाकारों का उल्लेख किया जा सकता है— जे. सुल्तान अली, लक्ष्मण पै, ज्योति भट्ट, भगवान कपूर, सतीश गुजराल, देवयानी कृष्ण, सुनील याधव, जैराम पटेल, परितोष सेन, गौतम वघेला आदि। साथ ही साथ अनेक समकालीन कलाकारों का भी झुकाव लोक कलाओं के प्रति उल्लेखनीय है।

लोक कला के प्रतीकों, संकेतों, रूपाकारों का भरपूर उपयोग किया जाता है। समकालीन कला के वैविध्य का प्रभाव लोक-कला कृतियों में भी देखने को मिलता है। वर्तमान समय में लोक-कला केवल भारतीय ग्रामीण ांचलों तक ही सीमित नहीं है, वरन् वह आज विश्व कला पटल पर दस्तक दे रही है। जिस प्रकार समकालीन कला में वैविध्य का आन्दोलन छिड़ा है, जिसके कारण रेखाओं, रंगों, चित्रण माध्यमों, चित्रण विषयों और व्यक्तिगत चित्रण शैलियों के निरन्तर नये प्रयोग हो रहे हैं, उसी प्रकार लोककला भी धर्मपरायण है। क्योंकि लोककला के कलाकार इसी समय के हैं अर्थात् वे समकालीन कला रुझानों के प्रभाव से कैसे वंचित रह सकते हैं। वर्तमान में आधुनिक कला के विभिन्न रूपों जैसे: मूर्तिकला, चित्रकला, लघु चित्र, वस्त्र उद्योग, बर्तन उद्योग, आधुनिक आन्तरिक सज्जा, नवीन प्रचलनों, आभूषण उद्योग, डिजायनिंग, आर्किटेक्चर, आदि अनेक आधुनिक विधाओं में लोकतत्वों की प्रचुरता दृष्टिगोचर होती है, इससे प्रतीत होता है कि लोक-कला ने आधुनिक कला को न केवल प्रभावित किया है बल्कि नवीन प्रयोगधर्मिता से कला के नवीन रूपों को जन्म दिया है। लोक-कला हमारे जीवन का एक अविच्छिन्न अंग है, जो हमारे दैनिक जीवन में विभिन्न रूपों में गुंथी हुई है।

भारतीय लोक चित्रकला के साथ-साथ भारतीय लोक संगीत भी भारतीय संस्कृति की भी अपनी अलग पहचान है। लोक संगीत एक प्रकार का गायन विधा है जो कि किसी क्षेत्र विशेष में लोगों द्वारा पारंपरिक रूप से गाया जाता है और वह उनकी संस्कृति का एक अभिन्न अंग है। भारत की विराट सांस्कृतिक विविधता के कारण भारतीय लोक संगीत विविधतापूर्ण है।

ग्रामीणांचलों के इन लोक गायन में हम ग्रामीण परिवेश की झांकी देख सकते हैं। ये न केवल ग्रामीणों के लिए मनोरंजन का एक साधन है वरन् ग्रामीण सामाजिक रीतिरिवाजों का एक प्रतिबिंब भी है। बिहू गीत, उत्तराखंडी संगीत, लावणी, रबीन्द्र संगीत, भवगीत, नातुपुरा पादलगल, भटियाली, मांड, कजरी, फाग, आह्ला गायन आदि ग्रामीण आँचलों में गाये जाने वाले लोक संगीत भारतीय संस्कृति के अभिन्न अंग हैं।

भारतीय लोगों के जीवन में संगीत हमेशा से एक महत्वपूर्ण पक्ष रहा है। भारत की सांस्कृतिक विविधता ने लोक संगीत के विभिन्न रूपों में अपना भरपूर योगदान दिया है। भारत के लगभग प्रत्येक क्षेत्र का अपना विशिष्ट लोक संगीत है जो वहां की स्थानिक संस्कृति तथा जीवन के तौर-तरीकों को प्रतिबिंबित करता है। लोक संगीत, संगीत की दृष्टि से भी महत्वपूर्ण है क्योंकि ये उस संगीत से जुड़े लोगों का संक्षिप्त इतिहास भी प्रस्तुत करता है। लोक गीतों की उत्पत्ति का कारण तथा इनका प्रयोग अधिकांशतः पूरे भारत में एक जैसे होते हैं। इन गीतों की गायन विधियाँ अलग-अलग प्रदेशों में वहां की संस्कृति के अनुसार भिन्न हो सकती हैं।

लोक-कला की ऐतिहासिक परम्परा का अपना अलग स्वरूप है, लोक कला की क्रमबद्धता बहुत प्राचीन है। इसके इतिहास का कभी दस्जावेजीकरण नहीं किया गया और न ही किसी ने इसमें अभिरुचि दिखाई परन्तु जाने अनजाने दादियों के काँपते हाथों से उनके पोपले मुख से बहू-बेटियाँ सुनती और गुनती रहीं, उन्होंने भी पढ़ा नहीं था, केवल सुना था, सीखा था। यही तो इसकी क्रमबद्धता है, यही इसका इतिहास है। लोक परम्पराओं से दूरगामी और अत्यन्त प्राचीन कोई वस्तु नहीं है, वह तो हमारे मध्य शाश्वत सत्य के रूप में मानव जीवन की उत्पत्ति से जुड़ी चली आ रही है। लोक-कला जहाँ एक ओर समाज के अतीत के अनुभवों को संजोकर रखती है, वहीं दूसरी ओर वर्तमान के प्राणों का स्पन्दन भी उसमें सुनाई देता है। युग-युगान्तर से चली आ रही इन परम्पराओं के साथ अपना योग विच्छिन्न नहीं होने देती।

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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

based therapy. Seventh chapter gives a chance to learn about stress management, it talks about various strategies to deal with stress and anxiety. The chapter eight investigates nature of stress and its effect on human life. The chapter Ninth studies obedience as form of social influence. The next chapter discussed about facts of national education policy and its importance. The Eleventh chapter of the book shows how group psychotherapy can be used in various mental health issues. The next chapter discuss the role of information and communication technologies for graduate students. The Thirteen chapter focuses on tradition of manuscript painting and its role in social religious and cultural harmony.

**Editors**

# **Emerging Trends *in* Management**

*Editors*

**Prof. Sudhanshu Pandiya**

**Prof. Anshu Yadav**



**Shiksha Deep Prakashan**

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# Emerging Trends *in* Social Sciences

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*Dr. Manas Upadhyaya*

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## Preface

It is with great pleasure that we present this edited volume on “Emerging Trends in Social Sciences.” The purpose of this book is to provide a comprehensive overview of the latest research and thinking in the field of social science, and to showcase the most recent developments and trends in the discipline.

Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

The chapters in this book cover a wide range of topics, including Agriculture And Rural Development, agriculture marketing reforms: State extension works programme, and each chapter offers a unique perspective and makes an important contribution to the field. From cutting-edge research on social phenomena to innovative theories and methods, this book offers something for everyone interested in the social sciences.

We would like to acknowledge the contributions of all the authors who generously shared their knowledge and expertise with us. We are grateful for their hard work and dedication, which made this book possible.

Finally, we hope that this book will be of interest and value to students, practitioners, academicians, and researchers alike. We believe that the insights and findings presented in this book will stimulate further research and discussion on the important and ever-evolving field of social sciences.

**Editors**



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## Preface

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Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

The chapters in this book cover a wide range of topics, including Agriculture And Rural Development, agriculture marketing reforms: State extension works programme, and each chapter offers a unique perspective and makes an important contribution to the field. From cutting-edge research on social phenomena to innovative theories and methods, this book offers something for everyone interested in the social sciences.

We would like to acknowledge the contributions of all the authors who generously shared their knowledge and expertise with us. We are grateful for their hard work and dedication, which made this book possible.

Finally, we hope that this book will be of interest and value to students, practitioners, academicians, and researchers alike. We believe that the insights and findings presented in this book will stimulate further research and discussion on the important and ever-evolving field of social sciences.

**Editors**



# Emerging Trends *in* Social Sciences

*Editors*

*Dr. Anshu Singh*

*Dr. Manas Upadhyaya*

*Dr. Pooja Singh*

*Dr. Ajay Pratap Singh*



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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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# Theranostic Aspects of Cancer

*Edited by*

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



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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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# Psychological Challenges of Human Life

*Editors*

*Dr. Prashant*

*Dr. Priyanka Shukla*

*Mr. Abhishek Kumar Mishra*



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## Preface

Human Behaviour is describe in numerous books by different authors. Humans are facing various psychological challenges in modern time like stress, Artificial Intelligence, Mood disorder, CBT etc. Psychologist are trying to resolve these issues and giving therapies.

The aim of present work is similar in some aspect to other authors who have tried before in the field of psychology. 'The psychological challenges of human life' gives a new view of understanding to human behaviour and other psychological challenges. However this may be a small step of never ending journey about human behaviour but cannot be ignored.

This book revolves around the explanation and description of human behaviour. In first chapter the academic stress and sleep quality is elaborated from different point of views. This chapter tried to find the relation between sleep quality and stress. Second chapter highlights the concept of psychological capital and how perceived stress and psychological capital are related. Another chapter investigates the importance of Artificial Intelligence and its impact on Society. The fourth chapter focuses on mood disorder and its management. Management of mood disorder is very important for happy life.

The following chapter analyses Group Therapy and role of group Therapy in dealing with various psychiatric disorders. The Sixth chapter discuss cognitive behaviour therapy in detail. The Cognitive behavioural therapy plays an important role in dealing with various psychological disorders. This Therapy is reason

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**Editors**

# Emerging Trends *in* Social Sciences

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## Preface

It is with great pleasure that we present this edited volume on “Emerging Trends in Social Sciences.” The purpose of this book is to provide a comprehensive overview of the latest research and thinking in the field of social science, and to showcase the most recent developments and trends in the discipline.

Social science is a dynamic field that is constantly evolving, and this book seeks to capture the latest insights and discoveries from leading scholars and experts. With contributions from practitioners, researchers, academicians, and students, this book offers a diverse range of perspectives and insights that reflect the breadth and depth of the social sciences.

The chapters in this book cover a wide range of topics, including Agriculture And Rural Development, agriculture marketing reforms: State extension works programme, and each chapter offers a unique perspective and makes an important contribution to the field. From cutting-edge research on social phenomena to innovative theories and methods, this book offers something for everyone interested in the social sciences.

We would like to acknowledge the contributions of all the authors who generously shared their knowledge and expertise with us. We are grateful for their hard work and dedication, which made this book possible.

Finally, we hope that this book will be of interest and value to students, practitioners, academicians, and researchers alike. We believe that the insights and findings presented in this book will stimulate further research and discussion on the important and ever-evolving field of social sciences.

**Editors**



# **Modern Constitutional Law**

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

*Edited by*

*Dr. Shashi Kant Tripathi*

*Dr. Pankaj Dwivedi*

*Mr Samiuddin*



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

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*Dr. Rahul Tiwari*

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Dr. Pramod Kumar**

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# **New Trends in Dimensions of English Literature**

*Editor*

*Prof. Sanjay Kumar Swarnkar*



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**Anshu Yadav  
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**Shiksha Deep Prakashan**

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# **Sustainability and Management**

*Editors*

**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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# Text Book on Kinesiological basics of Physical Activity

*Editors*

*Dr. Syed Tariq Murtaza*

*Dr. Ashish Katiyar*



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Dr. Ashish Katiyar**

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## Preface

Yet another book Kinesiological Basis of Physical Activity! You may ask this question many times. There are many answers, the first being that our aim is to let the students of Physical Education, Health & Sports Sciences gather information on the basics of kinesiology. Most of the time, the books produced on the topic are written by the experts from the medicine field, whereas the same subject has been taught in the field of Physical Education, Health & Sports Sciences where students come from myriad disciplines including some elite athletes who generally do not have the detailed educational background of biology and life science. Thus they feel apprehension about the subject on being inducted into physical education, health & sports science streams.

Hence the book in your hand has especially been written for the students of physical education/ health/ sports/ physiotherapy/ sports medicine/ fitness trainer/ dietetics etc. The book is taken out from the notes prepared for the project carried out by the lead author on the 'Development of e-content of Physical Education' under the NME-ICT programme sponsored by MHRD, Govt. of India. The author had generated 80 hrs of lectures on Kinesiology. The contents had been delivered to the sponsoring agency which had uploaded all the lectures under <http://eacharya.inflibnet.ac.in/>

In this treatise '*Kinesiological Basis of Physical Activity*' in Physical Education, Health & Sports Sciences we have tried to depict and summarize the entire gamut of the subject in a concise

and crisp manner. All important and useful topics have been included and deliberated. The coverage is comprehensive and is up-to-date. The chapter on reproductive System (Ch. 16) is taken from the wiki book on Human Physiology which is available online under GNU Free Documentation Licence (Version 1.2, Nov 2002).

We are sure the book will be very useful for the students of Physical Education, Health & Sports Sciences and allied health professionals. All suggestions for improvement are welcome.

**Editors**

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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 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।

**सम्पादक**

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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 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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# **A Textbook of Allied Health Sciences**

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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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# Educational Thoughts and Issues

*Editor*

*Dr. Rashmi Gaur*

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*Dr. Vimal Singh*

*Dr. Ratnartuh Mishra*



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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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## 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**

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सह-आचार्य

छत्रपति शाहू जी महाराज विश्वविद्यालय कानपुर



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# Educational Thoughts and Issues

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*Dr. Vimal Singh*

*Dr. Ratnartuh Mishra*



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# Applied Biotechniques

*Edited by*

**Dr. Rajesh Kumar  
Dr. Pramod Kumar Yadav  
Dr. Anuradha Kalani  
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# Integrated Management of Pollution

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**Prof. Anshu Yadav**

**Prof. Sudhanshu Pandiya**



**Shiksha Deep Prakashan**

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*Editors*

**Prof. Sudhanshu Pandiya**

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**Title : A Textbook of Allied Health Sciences**

**Chief Editor : Dr. Digvijay Sharma**

**Co-Editors : Dr. Munish Rastogi, Dr. Versha Prasad &  
Dr. Adarsh Kumar Srivastav (PT)**

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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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# Sustainable Environmental Practices

*Editors*

*Prof. Nand Lal*

*Prof. Varsha Gupta*

*Dr. Pramod Kumar Yadav*

*Dr. Swasti Srivastava*



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