

Plant-Microbe Interactions

Edited by

Dr. Shilpa Deshpande Kaistha

Dr. Alok Pandey

Dr. Akhilendra Pratap Bharti

Dr. Manishi Tripathi



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Advances in Entrepreneurship and Management

Editors

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Sustainability and Management

Editors

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Applied Food Science

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Dr. Vinod Kumar Verma**



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Vinod Kumar Verma

Trends in Pharmaceutical Science

(Set of 3 Volume)

Volume - 2

Editors

Dr. Ajay Kumar Gupta

Dr. Shashi Kiran Misra

Mrs. Swarnakshi Upadhyay



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मीडिया और विकास संचार

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डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

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भूमिका

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

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

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

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

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

सम्पादक

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भूमिका

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सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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भूमिका

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

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

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

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

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

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मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



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।

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सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांश पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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भूमिका

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

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

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

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

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

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मीडिया और विकास संचार

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डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

पालम रोड, नई दिल्ली-45

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भूमिका

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

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

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

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

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

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Editors

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Dr. Soni Gupta
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(Set of 3 Volume)

Volume - 2

Editors

Dr. Ajay Kumar Gupta

Dr. Shashi Kiran Misra

Mrs. Swarnakshi Upadhyay



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Edited by

Dr. Shilpa Deshpande Kaistha

Dr. Alok Pandey

Dr. Akhilendra Pratap Bharti

Dr. Manishi Tripathi



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Sustainability and Management

Editors

Prof. Anshu Yadav

Prof. Sudhanshu Pandiya



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Innovation and Entrepreneurship

Editors

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



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Contemporary Issues in Management

Editors

**Anshu Yadav
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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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डॉ. कल्पना अग्निहोत्री

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सह-सम्पादक

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कुंवर कुलदीप चौहान



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

डॉ. कल्पना अग्निहोत्री

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

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

Edited by

Dr. Shashi Kant Tripathi

Dr. Rahul Tiwari

Dr. Pankaj Dwivedi



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and Emerging Issues**

Editors

Dr. Shashi Kant Tripathi

Dr. Smita Srivastava

Dr. Pramod Kumar



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

Edited by

Dr. Shashi Kant Tripathi

Dr. Rahul Tiwari

Dr. Pankaj Dwivedi



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

Editors

Dr. Shashi Kant Tripathi

Dr. Smita Srivastava

Dr. Pramod Kumar



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मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



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Innovation and Entrepreneurship

Editors

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



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Sustainability and Management

Editors

Prof. Anshu Yadav

Prof. Sudhanshu Pandiya



Shiksha Deep Prakashan

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Contemporary Business Law

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

Editors

Dr. Shashi Kant Tripathi

Dr. Smita Srivastava

Dr. Pramod Kumar



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Dr. Rahul Tiwari

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Innovation and Entrepreneurship

Editors

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



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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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Contemporary Business Law

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

Editors

Dr. Shashi Kant Tripathi

Dr. Smita Srivastava

Dr. Pramod Kumar



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

Edited by

Dr. Shashi Kant Tripathi

Dr. Rahul Tiwari

Dr. Pankaj Dwivedi



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Textbook of Clinical Physiotherapy

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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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Industrial Biotechnology and Bioentrepreneurship

Edited by

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



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**Prof. Sudhir K. Awasthi, Dr. Rajeev Mishra,
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भूमिका

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

समय के साथ सूचनाओं का उपयोग तरह-तरह से किया जाने लगा है। मनुष्य जिज्ञासु प्रवृत्ति का होता है। उसकी इसी प्रवृत्ति ने पत्रकारिता एवं जनसंचार क्षेत्र को आजीविका के महत्वपूर्ण साधन के रूप में विकसित किया है। सोशल मीडिया के विभिन्न 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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Sustainability and Management

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Edited by

**Prof. Rolee Sharma
Dr. Shilpa Deshpande Kaistha
Dr. Pramod Yadav
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मुख्य सम्पादक

डॉ. कल्पना अग्निहोत्री

सह-सम्पादक

श्री अनुपम यादव

कुंवर कुलदीप चौहान



Shiksha Deep Prakashan

Ghaziabad, U.P.-201010

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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।

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Aesthetics in Literature

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Advances in Entrepreneurship and Management

Editors

**Anshu Yadav
Sudhanshu Pandiya**



Shiksha Deep Prakashan

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Microbial Biofuels

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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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Theranostic Aspects of Cancer

Edited by

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



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मीडिया और विकास संचार

सम्पादक

डॉ. योगेन्द्र कुमार पाण्डेय



दीपांशु पब्लिकेशन्स

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भूमिका

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

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

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

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

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

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Plant-Microbe Interactions

Edited by

Dr. Shilpa Deshpande Kaistha

Dr. Alok Pandey

Dr. Akhilendra Pratap Bharti

Dr. Manishi Tripathi



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भूमिका

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

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

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

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

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

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मीडिया और विकास संचार

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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।

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Edited by

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Dr. Alok Pandey

Dr. Akhilendra Pratap Bharti

Dr. Manishi Tripathi



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Contemporary Issues in Management

Editors

**Anshu Yadav
Sudhanshu Pandiya**



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Theranostic Aspects of Cancer

Edited by

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



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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

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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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Emerging Trends *in* Management

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Theranostic Aspects of Cancer

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



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Advances in Entrepreneurship and Management

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Emerging Trends *in* Management

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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।

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Educational Thoughts and Issues

Editor

Dr. Rashmi Gaur

Co-Editor

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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