

**SARDAR PATEL UNIVERSITY**  
 Vallabh Vidyanagar, Gujarat  
 (Reaccredited with 'A' Grade NAAC (CGPA 3.25)  
 Syllabus with effect from the Academic Year 2021-22

Bachelor of Arts : B.A. HINDI (Semester-2)

Course Code	UA02SHIN52	Title of the Course	JANSANCHAR MADHYAM LEKHAN – ELECTRONIC MEDIYA
Total Credits of the Course	02	Hours Per Week	02

Course Objective	Knowledge of Jansanchar Madhyam Lekhan – Electronic Mediya
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Course Content :		
1. Jansanchar Madhyam Lekhan – Electronic Mediya		
Unit	Description	Weightage* %
1.	<ul style="list-style-type: none"> <li>❖ Redio ka Udbhav aur Vikas.</li> <li>❖ Redio Samachar lekhan ke Tatva.</li> <li>❖ Redio Prasaran ki Visheshtayen.</li> <li>❖ Redio Samachar Vachak ke gun.</li> <li>❖ Redio Udghoshana (Udhagoshak) ke Gun.</li> <li>❖ Internet ka Parichay, - Bharat mai Internet, - Internet ki Suvidhayen, - Internet ki Visheshtayen, Veb Samachar ke Aavshyak Tatva.</li> </ul>	25%
2.	<ul style="list-style-type: none"> <li>❖ Doordharshan ka Udbhav aur Vikas.</li> <li>❖ Doordharshan Karyakramon k Parichay.</li> <li>❖ Television ki Vividh Chenlo ka Parichay.</li> <li>❖ Television Anchor ke Gun.</li> <li>❖ Television Samachar Vachak ki Visheshtayen.</li> <li>❖ Watsup , - Face Book, - Twitor, - Wibar</li> </ul>	25%

<ul style="list-style-type: none"> <li>• Classroom Teaching (Lectures)</li> <li>• Discussion</li> <li>• Seminar</li> <li>• Guest Lecture</li> </ul>
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Evaluation Pattern		
Sr.No	Details of the Evaluation	Weightage* %
1.	Internal Written / Practical Examination ( As per CBCS R. 6.8.3)	=
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance ( As per CBCS R. 6.8.3)	=
3.	University Examination	50 %

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Course Outcomes : Having Completed this Course, the Learner will be able to

	In present time mass media is very important. Electronic Mediya is one of the important part of it. This paper aims to prepare students for such. The students also come to know about the relevance and importance of Mass communication.
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Suggested References :

Sr. No	References
1.	Mediya Lekan Siddhant Aur Vyavhar - Dr. Chandraprakash Mishra, Sanjay Prakashan, Delhi.
2.	Patrakarita avm Sampadan Kala N C Pant Radha Publication.
3.	Television Patrakarita - Ek Parichay - Dr. Devvrat singh Kirtisingh Shree Natraj Prakashan, Delhi.
4.	Aadhunik Vigyapan - Dr. Premchand Patanjali, Vani Prakashan, Delhi.
5.	Samachar Sankalan Aur Sampadan Kala- Dr. Jitendra Vatsa, Dr. Kiranbala Amar Prakashan.
6.	Hindi Patrakarita Aur JanSanchar Madhyam - Dr. Jitendra Vatsa, Nirmal Publication
7.	Samachar Avm JanSancharn
8.	New and Mass Communication - Dr. Govind Prasad , Anupam Pandey

On-line resources to be used if available as reference material

On-line resources

- UGC – SWAYAM – MOOCS – UG COURSE – HINDI
- E – PATHSHALA