

## **FACULTY OF INDIAN LANGUAGES**

### **DEPARTMENT OF HINDI**

#### **LHINVAC01 - MEDIA & HINDI**

##### **LEARNING OBJECTIVES:**

- To Equip the Basic Knowledge about Media and Hindi.
- Enable to understand the Evolution of Electronic Media and Print Media.
- To know the Hindi Blogs and their usages.
- To get the knowledge of Media and Ethos.
- To understand the various impacts of Social Media.

##### **COURSE OUTCOMES:**

- Develop the Hindi Knowledge in the field of Media.
- Study the evolution of Media.
- Usage of Hindi Blogs.
- Cultural Values in Media.
- Social Impact in Media.

##### **UNIT – I INTRODUCTION OF MEDIA**

Introduction of Media, usage of Electronic Media And Print Media - Radio, F.M.Radio, Television, Computer, Internet, Fax, Newspaper etc.,

##### **UNIT – II EVOLUTION OF MEDIA**

Print Media, Electronic Media, Web Media and Open Source Media.

##### **UNIT – III HINDI BLOGS**

Introduction of Hindi Blogs, Aim of Blogs, Structure of Blogs, Twitter, you tube, Face book.

##### **UNIT – IV MEDIA AND ETHOS**

Media and Public Life, Cultural Values in Media, Media and Cultural Impact.

##### **UNIT – V MEDIA AND SOCIAL IMPACT**

Media and Social Change, Media and Social Transformation and Equality discrimination, Positive Effects and Negative Effects of Media.

##### **TEXT BOOK:**

1. Media aur Hindi – Dr. Madhu Kharate, Dr. Hanumantharav Patel, Dr, Rajendra sonwane.

**REFERENCE BOOKS:**

1. Media Lekhan – Dr. U. C. Gupta, Arjun Publishing House, New Delhi - 110 002.
2. Media @ 360 – Sandeep Upadhyaya, Takshashila Prakashan , New Delhi - 110 002.
3. Hindi Vighyapan : Parakh aur Pahachaan – Dr. R. Jayachandran , Abhay Prakashan , Kanpur – 208 021.

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