



ea yxHx gj oxZdks 'Wfey fd; k x; k gā /; ku l s v/; ; u djaris gea  
irk pysk fd dWVū ea, d mPp /kuh oxZfoffHū ek; eā d k mi; l s; ; oa  
mi Hx nka d j jgk gā ijarqml h Qy it dWVū ea d ghū j Hh; g ugh  
n' HZ k x; k fd fuū oxZds fy, Hh ek; e vld kuh l s mi y0k gā xjrc  
fn [k t k jgs gā x] l ch fn [HbZ t k jgh gā ijarqfodkl ds fy, vFlak ml  
fuū oxZds l qh j ds fy, d k bZ Hh n'; l e fpr izlj l si Zr q; d jrs ugh  
fn [k; k x; k f o dkl 'h y n s k ea e fM; k } l j k v x j m P p ox Z v l s fuū ox Z  
ea gh Hn fd; k t kus yxsk rls fodkl 'h y j k v d k fodkl l e fpr ugh  
d g k t k x k D; h d , d ox Z t s i g y s l s gh fi N m k g s m l s e f M; k } l j k v l s  
g f k s i j j [ k n s k l l e f t d f o p j / h j k u g h d g h t k l d r h g ā

dkyZ e d l Z ds clj s ea dgk t k r k g s f d m t g l a s , d fo 'y s k k } l j k  
i e f . k r fd; k fd ; y l a d s l e k t d k s m l s o v l s i w h o k n l s h k H r u g h  
g l a k p l g . | D; h d i w h o k n d h d k f k e a g h m l d s i r u d s d l i v k k f o j e l u  
g l a s g ā

, d s e a ; g l e > k t k l d r k g s f d v x j e f M; k d l s l e k t d s p g e q h f o d k l  
r d v i u h i g p c u k h g s r l s f l Q Z m l e a l k / u l l E i l u g h u g h a g l a s p l g . |  
c f y d l f k g h , d l k / u f o g h u o x Z r d H h i g p j [ k u h p l g . | D; h d d k y Z  
e d l Z d h e l u s r m P p i w h o k n f o p j / h j k l s , d o D r e f M; k H h v i u s  
i r u l s o f p r u g h a j g l d s k a b l l z a k e a b e l b y n q H Z d h f o p j / h j k  
l V l d c B r h g ā f t l e ; ; y l a e a n ' k ū H l = i < k k t k r k F l k r c d h  
i z r f n u d h l e l ; k v a d k f t o m l e a y x H x u g h a g l a k F H A n q H Z d s i f l  
e a i f l ) g l a s i j m t g l a s l e k t ' h l = d k s < k o k n s d s f y , f o f H l u i z l j  
d s t j u y i z l f ' k r f d , | y q k f y [ k a n q H Z d k t h o u m i s ; l e k t ' h l =  
d k s , d L o r a f o | k d s : i e a l f k i r d j u k F H A o s b l s , d , d k l e k t  
f o k l u c u k p l g r s F l s f t l d h i g p v l e v n e h d s t h o u e a g l s l d a  
t c , d b r u k c m k l e k t ' h l = h ; g L o k l j d j u s e a u g h a f p d r k f d v l e  
v n e h l e k t d h e f ; / h j k d k g h f g l k g s r l s f Q j D; k d j . k g s f d e f M; k  
f u ū o x Z ; k v l e v n e h r d v i u h i g p u g h c u k i k j g ā ; g L o k l j  
f d ; k t k l d r k g s f d f o d k l ' h y n s k e a e f M; k v l k i r ( h e g e m o n y )  
d k i H h i k k t k r k g s i j a r q f j H h d n g n r d r l s f u ū o x Z d k [ ; k y  
j [ k t k l d r k g ā

d n e g h u i g y s g q , d ? W u k d s m n g j . k d h p p l d j a r k e f u d j u s d h  
f l f k r t k u s d k s f e y x h a f n y h e a l y m e l h d s l f k l l e f e d c y l k l j t s k  
f ? k u h i k v i j k k g q k t k l k / u l l E i l u i f j o l j l s F H A m P p f k l k e k l b y  
Q l a j k t / k u h e a [ k l j g y t h o u Q r i r g l s j g k F H A c k y d k ' t l s c h e a  
f u H Z k u l e f n ; k x ; k i z i < h z d j j g h F H A m l d s l f k g q d r d h n s k  
H j e a f u a k d h x b ā v l j k i ; k a d s i d m k x ; k v l s l t k f e y h a b l n s k u  
e f M; k u s b l s t j n L r d o j t f n ; k t k s f d g l a k H h p l g , F l k v l s b l h

dk l q f j . k e g s f d b l f n ' k e a l ' k d r d l u w c u k k t k l d k a i j a r t c  
, d h g h f ? k u h i h ? W u k v l f t y l a e a ? W r g l a h g s r l s o g l a e f M; k m r u h  
r k n k e a u g h i g p r l j i j a r t u l p l j d h l f 0 ; H f e d k l s f u f e Z d l u w  
i j ; f n v e y d l s l d s r l s x j r c l s x j r c l e m k e a H h l e f p r c p l o j  
l k / k u h ; k f o d k l g s l d r k g ā v r % b l s ; g c k r f l ) g l a h g s f d l H h  
o x l a r d e f M; k d h i g p r f k j t x l j l s f o d k l h e d y l k c j k c g l s d r k  
g ā ; g l a i j i e q k : k l s m y v k u h ; g s f d ; f n e f M; k d h i g p r x j r c o x Z  
r d i g p r h j g h r l s e a y f o d k l l a h o g l s l d r k g ā e f M; k d h f t r u h  
i g p a / k u h , o a l k / u l a l u o x Z r d g s m r u h g h i g p f u ū o x Z , o a l k / u  
f o g u o x Z r d j [ k u h g l a h

t c l j d l j f o f H l u ; k t u k a x j r c a d s f y , c u k h g s v l s m l d h l p u k  
i z l f ' k r d j r h g s m l l e ; ; g l a , d c m h d B u b Z l l e u s v r h g s f d v l f j  
f d l & f d l e k ; e l s b l i z l j d h ; k t u k v a d k i p l j & i d l j f d ; k t k  
f d x j r c o x Z ; k t : j r e a o x Z r d l p u k i g p l d a l p u k i k s l e x d h  
0 l a r d s ; q e a t u l p l j d h d l e r d e g l s j g h g ā v l P N u c c < j g k g ā  
f u / ū o x Z r d e f M; k d h i g p e t c w g l s j g h g ā , d s e a n y e n j k t o  
[ k l h i j s k u h o k y s ( s e a e a H h ; k t u k v a d s i p l j & i d l j , o a d k Z e l a d h  
l g H k x r k e a c < h a j h g l s l d r h g ā t : j r e a o x Z v l f j f d l i z l j d s  
e k ; e d k m i ; l s d j j g k g s d h t k u d j h g l a s l j d j d s i p l j & i d l j e  
f Q t y [ k p z d k s H h d e f d ; k t k l d r k g s r f k y ; r d i g p k t k l d r k  
g ā e l u y l f t , ) f u / ū x H Z r h e f y k v k a d s v l i r k y e a i z o g l a s i j m t g a  
e f r ; k e d k [ k p z v l s n s g t k j # i ; s f e y a d j k t ; l j d l j b l d h l p u k  
v a x h v [ k l j k l f g ū h v [ k l j k l v a x h f g ū h l i w p ū y l k V s y f o t u  
p ū y l k j s M ; k , Q , e ] i f j y l u p d M e u k d h a v l s x l o & x l o t k l j e b d  
l s m n ? k k l d } l j k i g p r h g ā , d s e a ; g i r k p y t k f d d l u l e k ; e  
x j r c o x l e l s t ; h k t t k g s r l s l j d l j h [ k p z d e f d ; k t k l d r k g s v l s  
m i s ; d h i f r Z H h g l s l d r h g ā g e t k u s g s f d d f k r d u k l L o k l f ; |  
f k l k , o a f o k k u i k s l e x d h l s l a / r t k u d l j ; k a , l , e , l - H B z , o a v l  
f o f / k l a l s d e [ k p Z e a i g p k h t k j g h g ā , d f o ' y s k k d s v u q l j l e f p r  
t u l p l j d h u l f r u g l a s d s l j . k b l i z l j d h ; k t u k v a d s i p l j & i d l j  
e a l j d l j d s d y [ k p z k d 8 0 i z r ' k r f g l k c c k ū g h g l a k g s D ; h d  
m l d k d k Z y h k u g h a g l a d b Z c j i k B d h d s c r k l j m l d k j t u l f r d  
y l k y a s d s f y , l j d l j b l i z l j d h f Q t y [ k p z H h d j r h g ā , d s e a  
l p u k d k r h a e j l e j f j i k Z i s k f d ; k t k l d r k g s v l s f j i k Z r s l j  
d h t k l d r h g s r l d y x f d f u / ū o x Z d s f y , l j d l j l e f i z g s v l s  
f d r u k i z l d j j g h g ā b l l z a k e a t h o r t u l p l j l e k f t d l j k l j  
d s d k Q h g n r d v k s j [ k r k g s f Q j H h b u d h i g p f u / ū o x Z r d v i f k r  
e k e a u g h a g l s j g h g ā i j a r ; f n , d x j r c o f d r ; g t k u d l j h d j u k  
p l e s f m l d k t h o u ; k i u d s B l d g l s l d r k g s r l s m l s , d v l e f M; k  
d h r y k k v H h H h g ā

REFERENCE

1- izqkl ek 'h = h fopj d dWV lseVZ rdl yqkl & , l-, y- nks h, oaih l h t s) jlor iffy d s k u t ; i q , oaubZinyih l d j . k 2002 | 2- l B i k k i f r : k  
, o a f l ) l a ' y q k l & M M W J r l a r f l g | 3- t u l a d z l l ) l a v l s | 0 g y j y q k l & M M W l q h y f = o a f l ' k k l a r ' h y h i z l k u e e ; i n s k f g ū h x a k v d l n e l j 1996  
| 4- f o k l i u r d u l d , o a f l ) l a ' h d j . k 2004 y q k l & u j d i z l f g ; l n o i z l k k u k j k t l f u f g ū h x a k v d l n e l j t ; i q A | 5- M a c c o m m u n i c a t i o n i n I n d i a ( e d i t i o n 2 0 1 2 ) , b y K a v J . K u m a r ,  
p u b l i c a t i o n . J a c o p u b l i s h i n g h o u s e , N e w D e l h i | 6- l p l j l s y h a u e f p r i z l j . k v l s | 7 ) l a % d i p d s l a H Z e k 2006 y q k l & i n l i d . k - j t u l i k t ū l a d r k d . k e - s c i d , y 0 ' k e i p i z l k u e  
l a v j Q u v f j l p z . M . t q i s k u ' o i m k g a j k c h n , o a h l a y A | 7- i k f o f / k , o a v i H u d r L o h r a ; y q k l & M M W g a c a n i f r e | 2007 i z l k u e o k h i z l k u l u b Z i n y i a | 8- i = d j r k , o a t u l p l j i n f k v l s  
f g u k u d o l j d k k 1332 m i d l j i z l k u l v e j k | 9- M a q a l ' s m m c o m m u n i c a t i o n t h e o r y ( 6 t h e d i t i o n ) b y D e n i s M a q a l , P u b l i c a t i o n - g e , L o n d o n , L o s A n g e l e s N e w D e l h i . f o u r t h  
p r i n t i n g . 2 0 1 2 . | 10- l e k f t d ' h k o l m l ; d l j y q k l & j o l i h z u l f k e f k e i p i z l k u e f o o r l i z l k u l u b Z i n y i a | 11- D e v e l o p m e n t a l j o u r n a l i s m b y D V R M u r t h y ( E d i t i o n 2 0 1 2 ) , P u b l i c a t i o n -  
D o m i n a n t P u b l i s h e r s & D i s t r i b u t e r s P v t . L t d . , N e w D e l h i . | 12- K e y c o n c e p t s i n j o u r n a l i s m s t u d i e s , b y - B o b F r a n k l i n , M a r t i n H a m m e r , M a r k H a n n a , M a r i e K i n s e y A n d J o h n E .  
R i c h a r d s o n , ( S o u t h A s i a E d i t i o n - 2 0 0 8 ) , P u b l i c a t i o n - V i s t a a r P u b l i c a t i o n , N e w D e l h i | 13- K e y R e a d i n g s i n J o u r n a l i s m , E d i t e d B y E l l i o t K i n g a n d J a n e L . C h a p m a n , 2 0 1 2 , P u b l i c a t i o n -  
R o u t l e d g e , N e w Y o r k a n d L o n d o n . | 14- C o m m u n i c a t i o n M o d e l s B y U m a N a r u l a , P u b l i c a t i o n - A t l a n t i c P u b l i s h e r ( E d i t i o n 2 0 1 3 ) | 15- H i n d i W i k i p e d i a / I n t e r n e t . | 16- T i m e s  
o f I n d i a , 2 4 A p r i l , 2 0 1 3 ( L u c k n o w E d i t i o n ) . |