

**L. D. Arts College (Autonomous), Ahmedabad**  
**Detailed Syllabus**  
**Department of Hindi**

Curriculum Designed for	UG – Grant-In-Aid
Semester	I
Course Code	MDC-1-HIN-114
Course Title	Jansanchar Madhyam aur Lekhan
Credits	04
Course Category	MDC

### Course Objectives

Number	Objective
Objective 1	To introduce students to the concepts of mass communication
Objective 2	To develop writing skills in media contexts
Objective 3	To enhance understanding of media discourse
Objective 4	To strengthen language and presentation skills
Objective 5	To build professional communication abilities
Objective 6	To prepare students for employability in media fields

### Course Outcomes

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	REMEMBERING	Recall key concepts of mass communication
CO2	UNDERSTANDING	Understand media processes and structures
CO3	APPLYING	Apply writing skills in media contexts
CO4	ANALYSING	Analyse media texts critically
CO5	EVALUATING	Evaluate the role of media in society
CO6	CREATING	Create effective and purposeful communication

### Course Contents

Unit No.	Title/Topic	Prescribed Focus	Sessions
1	Jansanchar madhyam: paribhasha, prakriya, mahatva	Saidhantik adhyayan	15
2	Shravya media lekhan: radio, samachar, vigyapan	Prayogik lekhan	15
3	Print media:	akhbar, reportaj, feature, sakshatkar	15
4	Electronic media lekhan	Film lekhan, Television serial, Internet, Twitter, Instagram, Facebook	15

## References

Jansanchar Madhyam aur Lekhan – Suryaprasad Dixit

Aadhunik Jansanchar aur Hindi – Harimohan

Media Lekhan – Sumit Mohan

## e-Resources

YouTube: Jansanchar Lectures

Online Media Writing Resources