

I kekftd jktuhfrd ifjoRkZu ea l ks'ky ehfM; k dh Hkfedk , oa i Hkko % , d v/; ; u

Mkld on izdk'k

lkh&, pOMhO ½tul pjkj , oa i =dkfjrk½

Email-bpldraj@gmail.com

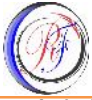
I kjka k

okLro ea ns[kk tk; rks l ks'ky ehfM; k l kekftd l fØ; rk ds fy, , d l 'kDr ek/; e cuk gA tks l ekftd vks jktuhfrd ifjoRkZu ea egRoiwkZ Hkfedk fuHkk jgk gA ftl dk l EclU/k vke vkneh l s gS tks l kjh nfu; k l s tMk gvk gA l ks'ky ehfM; k us ; g l kfc r dj fn; k gS fd rduhd vc ek= l fo/kk vks l Ei llurk dk ifjpkjd gh ugha ; g vi us vf/kdkjka dks gkfl y djus dk , d gffk; kj Hkh cu l drk gA ns[kk tk; rks l ks'ky ehfM; k us gj fdl h dks l pukvka l ekpkjka ds mRi knu] forj .k] l a knu] dh 'kfDr inku dh gA reke l pukvka dks vud yxks ds e/; i pjkj iz kj vks Hkxhkhj dks 'kkfey djus dh l e> in k dh gA tS k fd l Hkh tkurs gS vke vkneh tc vi uh ckr i kj a fjd ehfM; k ds ek/; e nll jka rd igpokuk pkrk Fkk rks ml vke vkneh dks og vol j vks ep ugha fey i krk Fkk] ; g fl yfl yk vkt Hkh tkjh gA yfdu l ks'ky ehfM; k ds vkus ds ckn ; g dke vkl ku gks x; k gA vc dkbz Hkh 0; fDr vi uh ckr] l kekxh dk fuekZkj fojr .k] vkfn dks vkl kuh l s dj l drk gA l ks'ky ehfM; k dk rsth l s iz kj gks jgk gS ml l s yxrk gS ; g i kj a fjd ehfM; k ds fy, , d pkksh gA

ef; 'kCn& l ks'ky ehfM; k] ehfM; k] l ekftd] jktuhfrd] i Hkko

i Lrkouk

fo'o ifjn"; ea rsth gks jgs cnyko dks l epk fo'o l ekt ns[k jgk gS bl h cnyko ea , d , d h ehfM; k dks mn; gks jgk gS tks fo'o l ekt ea , d ØkfuR in k dj fn; k gS vks ftl dk l EclU/k vke vkneh l s tMk gvk gA l ks'ky ehfM; k nks 'kCnks l s fey dj cuk gS igyk 'kCn l ks'ky vks nll jk ehfM; k i Fke 'kCn , d , d h flFkr dks bfxr djrk gS ftl ea euq; Loa dks fdl h l eng ds l kFk l fØ; : lk l s tkM us dk iz kl djrk gS ftl l s og vi us fopkj] vuHko dks vkl l ea ckV l dA tS k fd fofnr gS euq; LoHkko l s l kekftd gS vks ml s yxks ds l kFk l a kn djuk] vkl l ea feyuk t ayuk] vi us fopkjka dks l k>k djuk] , d nll js dk l g; ksx djuk vkfn vPNk yxrk gA og vud : lk vks mnas; l s l ekt ea l pjkj djrk gS rFkk vi us dks vfhk0; Dr djrk gA bl h ds QyLo: i dk vFkZ okLro ea ns[kk tk; rks l ks'ky ehfM; k l kekftd l fØ; rk ds fy, , d l 'kDr ek/; e cuk gA tks l ekftd vks jktuhfrd ifjoRkZu ea egRoiwkZ Hkfedk fuHkk jgk gA ftl dk l EclU/k vke vkneh l s gS tks l kjh nfu; k l s tMk gvk gA ^l ks'ky ehfM; k rduhd vks l kekftd 0; ogkj dk l ay; u gA^{1^} , d rjg l s i kj a fjd ehfM; k dh i j kuh vo/kkj .kk dks , d pkksh gS vks l ekt ea vke vkneh dh ehfM; k LFkfir djus dh igyA ftl l s nfu; k dh gj 0; fDr ftl ds ikl mi dj .k gS vi uh ehfM; k LFkfir dj vi us fopkjka dks nll jks rd igpokus ea l Qy gksA l kFk gh ; g Hkh dgk tk l drk gS fd euLVhe ehfM; k vi us rF; ka ij l gh ugha gS vks dki kS v ds gkFka fcd x; k gS rks , d s ea l ks'ky ehfM; k ml dk cgrj fodYi gA^{2^} l ks'ky ehfM; k dk mn; 1978 ea byDVkfud cyfVu ckMZ fl LVe chch, l l s ekuh tk l drh gS bl chch, l dk vkfo"dkj dEl; Wj ea fnypLi j [kus okys nks egku foHkfr; ka ^okMZ fØLVus k , oa jMh l qt^ us fd; k Fkka^{3^}



rduhd dk egRo& l k'sky ehfM; k ea rduhd dk egRo i wkl ; kx nku gA vkt bl ehfM; k dk egRo i R; d 0; fDr ds fy, , d t: jr cu x; k gA ; g , d rduhd pkfyr midj.k gA ftl dk mi ; kx T; knk l s T; knk ykx dj jgs gA

l gk; d dfM; k&l k'sky ehfM; k ea l gk; d dfM; k tks l k'sky ehfM; k dks , d l 'kDRk vks i Hkko' kkyh cuk jgk gA ftl dk i Hkko l kekftd i fjoRku ea l 'kDr Hkfedk fuHk jgk gA t s cnyfVu ckMZ fl LVe] ; wtus] vkuykbz l fo] vkbz vkj l h vkbz D; w vks bLVa/ eS ftax] bUVjus/ Qkse vks bA/jus/ dE; fuVh] ih2ih&fcVVks/ vks ehfM; k 'ks fjax] us LVj] fcVks/ ikbjs/ c] ikj Efk d l k'sky us/ ofdax l kbVt] ftvkfl Vht] fodh vks bA/jus/ vkdkbo] Vkbz km] n Xykcndk] Dykl es/] fl DI fMxh] Cykik] YMH Vj] eblis] fydfMu vkj dM] Qd cp] fVovj] Qks/ks vks ohfM; k 'ks fjax] tks l k'sky ehfM; k ea dkjxj l kfc r gks jgh gA⁴

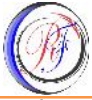
cktjkcn dks ckyckyk& vkt dy l k'sky ehfM; k ij cktjkcn dk ckyckyk gS vkt foHku dEiuh; ka vi us oLrvka ds ipkj izl kj ds fy, s l k'sky ehfM; k dk blrky dj jgh gA , d rjg l s ; g ehfM; k muds mRi knka vks l okvka vks 0; ki kj ds fy, ; g , d ykkin ep l kfc r gks jgk gA l kFk bl l k'sky ehfM; k ds ek/; e l s i l Un vks uki l Un dks tkudj vxyh j.kuhfr r; djrh gA ; gh ugha fo'o ds yxHkx l Hkh cad Hkh euh Vka Qj ds fy, bl l k'sky ehfM; k dks l gh eku jgh gA⁵

vHko; fDr dh Lorark , oa tkx: drk& l k'sky ehfM; k vks dUot] , flyds kul vks MkVv Vka Qj LihM ea vk; s Øfurdkjh cnyko] l ij dEI; wjka dh c<rh MkVv i kd fl ax {kerk us MkVv i zaku vks 'kks'k ds vk/kkj dks u; h l EHkoukva dks tle fn; k gA vkt bl l k'sky ehfM; k us l ekt dh ml xUnxh dks l kQ djus dk dke jgh gS ftl dks ehfM; k us dHkh ugha dj ik; k jktuhfrd] l kekftd tkx: drk bl l k'sky ehfM; k ea ek/; e l s l EHko gks ik; k gA⁶ vkt ds cnyrs ifjos k ea ykx l k'sky ehfM; k dk iz; kx l kekftd] vkfkd] jktuhfrd] oKkfud vkfn ds fodkl ds fo'k; ea Ttkudkjh dks tutu rd igpus ea dj jgs gA ftl dh tkudjh ykxka rd igpus ds ckn vke tuekul ml fn'kk ea l fØ; gks jgs gA vkt tulokj vks l upuk i ks] kfxdh ds c<rs i Hkko us l eps fo'o dks , d dj fn; k gA l k'sky ehfM; k ds fo'k; ea ns[kk tk; rks vkt dy jktuhfrd i fjoRku ea bl dk 0; ki d i Hkko ns[kus dks fey , d rjg l s ; g Hkh dg l drs gS fd dkbz usk ; fn l k'sky ehfM; k dk blrky ugha dj jgk] rks og vi uk upl ku dj jgk gA⁷

l k'sky ehfM; k ds vusd vk/kkj gS t s Cykik] 0; ki j us/od] mn; e l kekftd us/od] epk] ekbZk'syxl ij Qks/ks 'ks fjax] mRi kn l okvka dh l eh{kk] l kekftd cdekdz djuj l kekftd xfeax] l kekftd us/od] ohfM; ka l k>k djuj vks vkHkl h nfu; k ea ys tkus vkfnA vkuykbz ehfM; k dk blrky djus okys ykxks dks bl s ckr dks T; knk xkhjrk l s yus dh vko'; drk gS fd oeuL; Qsykus oky] v'yhy] vukfrd] vkfn ckrka ds fdz; k dyki ka l s cparfd l ekt ea fdl h izdkj dh ijs kkuh u mRi lu gA⁸

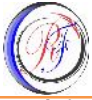
vkHkl h nfu; k dk fuezk& ik; % vkt dy ykxks dh fnup; kz dEI; wj] eksckby Ldhu ij T; knk ns[kus dks fey jgh gA bl dEI; wj] ea ; kuh okLrfod nfu; k ds Hkrj , d , d h vyx nfu; k fQV dh tkrh gS ftl ea rjg rjg ds phta fuokl djrh gS t s oLrj ?kVuk] ik=] LFkku] vkfnA ftuds l kFk ykx vUr% fdz; k djrs gS l okj djrs gS vks muds l kFk fj'rs cukrs gS vks vi us vorkj dks fuekz k djrs gS ml s , d cgrj thou Hkh nrs gA Ldhu ds vUnj jph x; h bl nfu; k dks , d vkHkl h nfu; k dgrs gA okLro ea ns[kk tk; rks ekua l H; rk , d vkHkl h nfu; k dh vks c<+jgh gA⁹

i kdfrd vki nkva , oa ?kVukva ds l e; l upuk dks vfoYkEc nil jka rd izl kfjr djus ea l k'sky ehfM; k ds vkxeu l s vke tuekul rd fdl h Hkh l upuk dks , d nil js rd igpus vk l ku gks x; k gA vkt bl l k'sky ehfM; k dk mi ; kx fo'o l ekt dks , d xka ea cny fn; k gS t s k Vsyhfotu us fd; k gS vkt ml ij kuh ehfM; k l s l k'sky ehfM; k dbz dne vkxs fudy x; h gA igys ehfM; k vke vkneh dh ckr dks T; knk egRo



ugha nrh FkhA yfdu vkt l ks'ky ehfM; k us mu reke ck/kkvka dks ikj dj fn; k A ; s
 l Hkh phts ekuo ds 0; ogkj vksj i zfrR ea fn [kkbz ns jgh gSA vkt dy l ks'ky ehfM; k ij
 0; ogkj ea fdu fdu fclnq/ka dks ykx l kfey dj jgs gS ml dk Hkh ft dz djuk vko'; d
 gSA tS s pcd vi Mv/t] eS st djuk] Qks/ks 'ks j djuk vksj ns[kuk] fe=ka l s l a dZ djuk]
 ohfM; ka ; k fQYe ns[kuk vksj l xhr l puuk] ifjtuks l s l a dZ l kbV , lyhds ku dk iz; ksx]
 fofHkuu epnka ij ppkZ ea Hkkxhinkjh] thou l kFkh efgyk ; k iq "k fe= dh tkudkj] xEI
 [ksyuk] Hkfo"; ds fu; kDrk vksj ukdjh dh iMfky vkfn dks l ekfgr djrs gSA
 fof/k fu; eu Hkh t: jh&vkt ij h nfu; k ds ykx fofHkuu rdudh mi dj .kka ds }kjk ftl
 rjg l s , d nil jka l s tM+jgs gSA ml dk ykHk rks ykxks dks fey rks jgk gSA yfdu bl ds
 i hNs reke rjg dh ijs'kkuh dk l keuk Hkh djuk iM+jgk gSA bl ijs'kkuh dk uke gS
 l kbcj Økbe tks cgr rsth l s c+ jgk gSA ykx pSvax] b&esy] Qd cqd] vkfn bl
 blVjuS/ dh nfu; k ds >ka s ea vkdj vijk/k dj cBra gSA rks , s ea ljdkj vksj ykxks
 bl ckr dks /; ku j [kuk gksk fd Loq dh vksj ljdkj dh tcknqgh r; dja
 i Hkko&l ks'ky ehfM; k ds vkus ds ckn vkil h l ECU/kka ea deh tS k fd fofnr gS
 Vsyhofu ds vkxeu us ftl rjg l s ifjokj dks , d nil js l s nij fd; k ogh fLFkr vkt
 l ks'ky ehfM; k Hkh dj jgh gSA l ks'ky ehfM; k ds vkxeu ds ckn , d rjQ tGk l ekt
 dks ykHk igpp jgk gS ogh bl dh ogt l s dbz rjg dh deh Hkh ns[kus dks fey jgh gS
 l puuk ØkfuR ds bl ; x ea ftl rjg l s ij h nfu; k , d xko ds : lk ea cnyh gS bl l s
 yxrk gS ykx ds l ECU/kka ea izk<fk vk jgh gSA gk; ; g ckr dN gn rd l gh gS yfdu
 bl l p ds i hNs , d vksj l p Nhik utj vk jgk gSA og ; g fd ykx igys ftl rjg ; s
 fdl h ckr dks ydj iR; {k : lk feyrs Fks og dgha u dgha [kks h gDZ utj vk jgh gS vksj
 l ekt dk gj oxZ bl vkHkl h nfu; k ; kuh bA/juS/ l s vius l ECU/kka dks Hkuuk jgk gSA tks
 l ks'ky ehfM; k dk tknw gSA ykx rdudh l s l gkjs gh viuh nSud ckrka dks 'ks j dj
 vius ftEenjkj l s eDr gks utj vk jgs gSA bl h fy, bl dk l cl s [krjukd igyw ; g
 gS fd ifjokj tS s l fFk ea fjlRka dh txg l pkj ek/; e gkoh gks utj vk jgs gSA
 l pko&vkt bl l ks'ky ehfM; k dk nkf; Ro curk gS fd vius bl l keftd ifjorZ dh
 fn'kk ea viuh Hkfedk dk l gh rjhd s l fuozgu dja fdl h Hkh izdkj dh v'yhy fVli .kh]
 l ns'k] ys[k vkfn l s cpa vksj l ekt ea ljdkj }kjk tkjh fd; s x; s uhfr; ka vksj
 dk; Øeka dks ykxks rd igpk; A vkt tks dke l ks'ky ehfM; k dj jgh gS og dke
 ehfM; k dks djuk pkfg, Fkka l kFk gh xkeh.k fodkl ds l kFk rsth l s l keftd ifjorZ
 dh l EHkkoukvka dks i kRl kgu nus dh vko'; drk gS bl ds l kFk gh xkeh.k {ks= dh turk
 ea ljdkj dh uhfr; ka vksj muds vf/kdkjka ds ifr tkx: drk yk; h tk; ftl l s mudk
 fodkl gks l dA xkeh.k turk dks ; kstuvka , oa dk; Øeka ds ek/; e l s ekuoh; fodkl ds
 igyq/ka uhfr fuekZk , oa fØ; kuou dk; kZ ea l jyrk] [koyki u] l onu'khyrk] ifrc) rk
 dks gkuk furkur vko'; d gSA ftl l s mudk thou 0; ofLFkr fd; k tk l dA l ks'ky
 ehfM; k dk rsth l s iZ kj gks jgk gSA bl l s yxrk gS ; g ikjã fjd ehfM; k ds fy, , d
 ptkks-h gSA bl ds l kFk , d rjQ tgka bl l ks'ky ehfM; k l s vke turk dks ykHk gks jgk
 gS ogh l ekt ea dbz rjg dh puksr; ka i snk gks jgh gSA
 fu"d"KZ

vkt l e; cny x; k gS bl l puuk ØkfuR ds ; x ea jkst u; a u; a l k/ku fodl fr
 gks tk jgs gSA tS kfd fofnr gS igys gekjh ehfM; k dk nkf; Ro ns'k] l ekt ds fy,
 dke djuk Fkk vksj vke tuekul ds chip ml dk eW; Hkh Fkk fdUrq vc rks esLVhe
 ehfM; k dk ; g gky gks x; k gS og ij h rjg xSftEenjkuk Hkfedk fuHk jgh gSA , d
 rjg l s U; k; fnykus ds dke dks NkM+ dj iS k vksj Vhvkjih ds i hNs Hkkx jgh gS tks
 U; k; kspr ugha gSA ; g Hkh mrug gh l p gS fd esLVhe ehfM; k us turk dh vkott
 Hkkoukvka dks l gh <x l s l e> ugha ik jghA ftl ds ifj.kke Lo: lk bl l ks'ky ehfM; k
 ; k U; w ehfM; k dk tle gqvk gSA tS k fd l Hkh tkurs gS vke vkneh tc viuh ckr
 i kjã fjd ehfM; k ds ek/; e nil jks rd igppkuk pkgrk Fkk rks ml vke vkneh dks og



vol j vks ep ugha fey i krk Fkk ; g fl yfl yk vkt Hkh tkjh gA yfdu l ks'ky ehfM; k ds vkus ds ckn ; g dke vkl ku gks x; k gA vc dkbz Hkh 0; fDr vi uh ckr] l kexh dk fuekZ.k] fojr.k] vkfn dks vkl kuh l s dj l drk gA

'kks'k ifof/k , oa l kexh l ks'k & 'kks'k dk , d egROI wkZ in l kexh vFkok vkdMs , df=r djuk gS D; kfd bl l kexh ds vk/kkj ij gh uohu Kku dh ikfir ; k igys l sikr Kku ea of) dh tk l drih gA l kexh ds l adyu ea ftruh vf/kd l ko/kkuh j [kh tkrh gS fu"d"kZ mrus gh T; knk fo'ol uh; , oa oSk gksrs gA bl 'kks'k izU/k ea o.kZukRed ik: lk ds l kFk nks rjg ds l ksrka l s l kexh , df=r dh x; h gA ikFkfed l kexh l ks'k ea i R; {k fujh{k.k , oa f}rh; d l kexh ds l ks'k ea tks 0; fDrxr vks] l koZtfud nksuka gA tS & l ekpkj i =] if=dk, j 'kks'ki =] vfHkys[k] fo"k; l Ecdf/kr bfrgk] bUVjusV] VohVj] Qd cp] Cykx] okWl ki] Qks/ks 'ks fjæ] izdkf'kr o viadkf'kr ys[k] vkfnA

l nHkZ

१. Lo.kZ l [eu] l ks'ky ehfM; k l Ei dZ dkfUr dk dy vkt vks] dy] gki j dkfyl i fcy'kl Z bfm; k] jubZ fnYyh] l [dj.k&2014] i 0&12-13
२. d[ekj fofur] eMh ea ehfM; k] ok.kh izdk'ku] ubZ fnYyh&2] l 0&2012] i 0&358] 359
३. xaxokj MkW jkts'oj] dEl; Wj dks'k] fdrkc?kj izdk'ku] ubZ fnYyh] i 0&128
४. Lo.kZ l [eu] l ks'ky ehfM; k l Ei dZ dkfUr dk dy vkt vks] dy] gki j dkfyl i fcy'kl Z bfm; k] jubZ fnYyh] l [dj.k&2014] i 0&84 l s 96
५. fglh[rku l ekpkj i = y[kuA l [dj.k] 18 ebl 2015
६. ;kstuk] tuojh 2015] izdk'ku foHkkx ubZ fnYyh&2 i 0&16
७. gLr{ki] jk"Vh; l gkj]k] 'kfuokj 1 fl rEcj 2012
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९. Monovich Lev, the Language of new Media, MIT Press, USA, 2002 Page-20