

# **SYLLABUS**

One Year Certificate Course in Urdu Mass Media

**DEPARTMENT OF URDU**  
**DAVPG COLLEGE VARANASI**

## **Aghraz-o- Maqasid**

### **(Aims and Objectives)**

Maujuda Daur Social Media ka Daur hai zaraye Tarsil o Iblagh ki faravani aur uske Asar aur rusookh Ke sabab ilmi maloomat mein Jis tarah roz afzoon taraqqi ho rahi hai usne Puri Duniya Ko ek chhote se Gaon Mein tabdil Kar diya hai. Hamari tamam khwahishen zaraye Tarsil o Ibalag ki mahkoom hokar rah gai hai. Azadi ke bad Hindustan Mein is ilm ko farogh hasil hua aur deegar zabano ke sath Urdu Zubaan mein bhi iski talim ka aghaz hua. Zamane ki tez raftar tarqqi ko dekhte Hue “Urdu Department, DAV PG College, Varanasi” Urdu shahafat ke hawale se ek sala certificate course karane ja raha hai. is course ke Aghraz-o-maqasid darj zel hain:

Hindustani zabano mein sahafat, bilkhusus Urdu mein sahafat ka role, riwayat sharakat, challenges aur imkanat se talbaa ko agaah karana.

Shoba e sahafat mein mukhtalif ohdon ki zimmedari ke pesh-e-nazar Tarsil aur sahafat ke zaruri usulon, tasawwurat, challenges, huquq, zimmedaariyon, hudood, qanoon aur zabta-e- akhlaq ki samajh paida karna.

Shoba-e-sahafat mein moassar tareeqe se kaam karne ki salahiyat Paida karne ke liye tarbiyat pane wale talaba ko Khud Kafil banana.

Talaba mein sahafat se mutalliq masayel ka hal pesh karne ki salahiyat paida karna aur nunki salahiyaton ko behtar mahaul mein farogh dena.

## **SEMESTER 1**

### **TITLE: URDU SAHAFAT AUR TARJUME KA FAN.**

#### **(URDU Journalism and Art of Translation)**

UNIT 1: Urdu sahafat ki Mukhtasar Tareekh.

Hindustan mein Urdu sahafat ka Aghaz o Irteqa.

Urdu ke Aham Akhbarat o Resayel.

Jang e Azadi Aur Urdu sahafat.

UNIT 2: Tarjume ka Fan Aur Riwayat.

Tarjume ki Qismein.

Tarjume ki Ahamiyat.

Urdu Tarjume ke Aham Marakiz.

## **SEMESTER 2**

### **TITLE: Urdu Sahafat : Fan Aur Takneek. (Urdu Journalism: Art & Technique)**

- UNIT 1: Khabar Nigari: Khabar ki Tareef aur Ahmiyat  
Khabar ke Aqsaam.  
Khabar Nigari ke usool.  
Column Nigari: Colum ki Tareef, Aqsaam Aur Ahmiyat.
- UNIT 2: Idariya Nawisi: Idariya ki Tareef aur Ahmiyat.  
Idariye ka Maqsad.  
Column Aur Idariye mein Farq.  
Feature Nigari: Feature ki Tareef Aur Ahmiyat.  
Feature ke Aqsaam.  
Feature ke Usool.
- UNIT 3: Interview: usool o zawabit.  
Interview ke Aqsaam.  
Press Confrence: Tareef Aur Ahmiyat.  
Interview Aur Press Confrence mein farq.
- UNIT 4: Hindustan Mein Radio ki Ibteda Aur Irteqa.  
Hindustan Mein Television ki Ibteda Aur Irteqa.

## **Recommended Books**

1. Chaterji, R.K., **Awami Tarseel**, National Book Trust, New Delhi
2. Ekramuddin, Khwaja, **Urdu Media**, NCPUL, New Delhi
3. Ekramuddin, Khwaja, **Urdu Zaban ke Naye Takneeki Wasaayel aur Imkanaat**, NCPUL, New Delhi
4. Husain, Muhammad Shahid, **Iblaghiyat**, Educational Publishing House, New Delhi
5. Kamath, M.V. (1996), **Professional Journalism**, Vikas Publication, New Delhi
6. Khan, Ehtesham Ahmad, **Jadeed Sahafat**, Educational Publishing House, New Delhi
7. Kumar, K.J. (2011), **Mass Communication in India**, Jaico Publishing House, Mumbai
8. Marshall, P. D. (2004), **New Media Cultures**, Oxford University Press, Delhi
9. Masani, M. (1976), **Broadcasting and the People**, National Book Trust, New Delhi
10. Prasad, H. Y. S. (1993), **Editors on Editing**, National Book Trust, New Delhi
11. Qadri, Syed Iqbal, **Rahbar-e Akhbar Naweesi**, NCPUL, New Delhi
12. Rizvi, Layeeq, **Tarraqi Pasand Adabi Sahafat**, Qalamkar Publications, New Delhi
13. Schmidt, E., Cohen, J. (2013), **The New Digital Age**, Vintage Publications, Delhi
14. Sharma, D. (2006), **Modern Journalism: Reporting and Writing**, Deep and Deep Publications, New Delhi
15. Srivastava, K.M. (2005), **Broadcast Journalism in the 21st Century**, IIMC, New Delhi
16. Yadav, S. (2017), **Journalism through RTI: Information, Investigation Impact**, Sage Publications India New Delhi

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