**U;wt iksVZyksa ij nh x;h foKkiu lkexzh ds lUnHkZ esa ikBdksa dh ilUnksa dk v/;;u**

***\* Mk-fnokdj voLFkh***

**laf{kIrka'k**

*cgqjk"Vªh; daEifu;ka vius mRiknksa dks miHkskDrkvksa rd iagqpkus ds fy;s fofHkUu ek/;eksa ds }kjk muds xq.k ,oa fo'ks"krkvksa dk O;kid izpkj o izlkj djrh gSaA ftUgsa ikBd viuh :fp ,oa vko';drkuqlkj ns[krs o ilUn djrs gSaA izLrqr 'kks/k i= esa 'kks/kdrkZ us U;wt iksVZyksa ij nh x;h foKkiu lkexzh ds lUnHkZ esa ikBdksa dh ilUnksa dk xgu v/;;u fd;k gSA vr% mlus mRrj izns'k ds dsUnzh;@jkT; fo'ofo|ky;ksa ds i=dkfjrk foHkkx esa v/;;ujr~ 330 fo|kfFkZ;ksa rFkk muesa v/;kiujr~ ’kS{kf.kd dfeZ;ksa dks mn~ns';iw.kZ izfrp;u i)fr ls p;fur dj LofufeZr osc U;wt iksVZy erkoyh dh en~n ls lacaf/kr vkadM+ksa dk laxzg.k fd;k gSA vkadM+ksa ds fo’ys"k.kksijkUr ik;k fd&a). U;wt iksVZy ij foKkiuksa dks vf/kdka'k ikBd cgqr vf/kd ilUn djrs gSaA b). iq:"kksa dh vis{kk efgyk;sa U;wt iksVZy ij foKkiuksa dks vis{kkd`r T;knk ilUn djrh gSa( c). vU; vk;qoxkZsa dh vis{kk 35&50 o"kZ vk;qoxZ ds ikBd U;wt iksVZy ij foKkiuksa dks loZkf/kd ilUn djrs gSaA*

**Ikz;qDr rduhdh 'kCn%** U;wt iksVZy] foKkiu lkexzh] ikBd] O;fDrxr pj bR;kfnA

oS'ohdj.k ds nkSj esa tgka ,d vksj cgqjk"Vªh; daEifu;ka izpqj ek=k esa fofo/k izdkj ds mRiknksa dk mRiknu dj jgh gSaA ogha nwljh vksj mUgsa vius mRiknksa dks vke tuekul rd iagqpkus ds fy;s budh xq.koRrk vkSj vU; fcUnqvksa dk O;kid izpkj djus ds fy;s fofo/k ek/;eksa dk lgkjk ysrh gaSA ijaijkxr ek/;eksa ds lkFk&lkFk cgqjk"Vªh; daEifu;ka U;wt iksVZyksa ds ikBdksa dh c<+rh gq;h la[;k dks ns[kdj os budk iz;ksx cgqrk;r esa dj jgh gSaA tSlk fd **pkS/kjh] fQu os vksylsu ¼2007½** us ik;k fd U;wt iksVZy ij foKkiu izdkf’kr djokus ls ijaijkxr ek/;e tSls fd Vh-oh-] lekpkj i= vkfn dh vis{kk vf/kd ykHk gSA U;wt iksVZyksa dh fo'o O;kih iagqp gksus ds dkj.k cgqjk"Vªh; daEifu;ka izk;% lHkh izdkj ds miHkksDrkvksa rd vius mRiknksa dh tkudkjh vklkuh ls iagqpk ik jgh gSaA **xwxy ,sMoMZ~l ,.M ,sMlsUl losZ{k.k fjiksVZ ¼2008½** ls ;g rRFk lkeus vk;k gS fd xwxy lpZ batu ds }kjk U;wt iksVZyksa ij foKkiuksa ds tfj;s og ,d ?k.Vs esa yxHkx 20 yk[k MkWyj dekrk gSA

**pkS/kjh] fQu ,oaa vksylsu ¼2007½** us fu"d"kZ fudkyk fd ijaijkxr ek/;eska dh vis{kk U;wt iksVZy ij foKkiu T;knk izHkkoh gksrs gSaA blh izdkj **vkbZ-,-ch- ¼2012½** us ik;k fd U;wt iksVZy ij ,suhesVsM cSuj ,MoVkZbtesaV esa eYVhehfM;k ds iz;ksx ls ikBdksa ij T;knk izHkko iM+rk gSA tcfd **fde ¼2013½** us crk;k fd vkuykbu foKkiu U;wt iksVZy ij vkls/kd ¼fMLVªSDVj½ dk dk;Z djrs gSaA U;wt iksVZy ij yxHkx 38 izfr’kr foKkiu ikBdksa dks ilUn ugha vkrs gSa **¼dUuh] xksjsfyd ,oa eokaxh] 2000½**AmijksDr ’kks/k v/;;uksa ds fo’ys"k.kksijkUr nks fojks/kkHkk"kh ’kks/k ifj.kke izkIr gq;s gSaA ftuds vk/kkj ij ;g fuf’pr rkSj ij ugha dgk tk ldrk gS] fd U;wt iksVZy ij foKkiu vis{kkd`r vf/kd izHkkoh gksrs gSa] ;k fQj ;s U;wt iksVZy ij vkls/kd ¼fMLVªSDVj½ dk dk;Z djrs gSaA vr% ’kks/kdrkZ ds le{k ,d fuf’pr fu"d"kZ ij igqapus dk ;{k iz’u [kM+k gqvk] ftlds fu/kkZj.k gsrq ’kks/k fd;s tkus dh furkar vko’;drk gSAizLrqr 'kks/k v/;;u esa ’kks/kdrkZ }kjkfuEukafdr iz’uksa dk lek/kku [kkstus dk iz;Ru fd;k x;k gS&

* U;wt iksVZyksa ij nh x;h foKkiu lkexzh ds lUnHkZ esa ikBdksa dh ilUnsa dSlh gaS \
* D;k ikBdksa dk fyax muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dks izHkkfor djrh gaS\
* D;k ikBdksa dh mez muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dks izHkkfor djrh gSa \

mijksDr ’kks/k iz’uksa ds vkyksd esa] ’kks/kdrkZ us fuEukafdr ’kks/k mn~ns’;ksa dk l`tu fd;k gS&

* U;wt iksVZyksa ij nh x;h foKkiu lkexzh ds lUnHkZ esa ikBdksa dh ilUnksa dk v/;;u djukA
* ikBdksa ds fyax ds vuqlkj muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dk rqyukREkd v/;;u djukA
* ikBdksa dh mez ds vuqlkj muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dk rqyukREkd v/;;u djukA

**Ikz;qDr rduhdh ’kCnksa dh ifjHkk"kk %**

* **U;wt iksVZy %** izLrqr ’kks/k ds lUnHkZ esa U;wt iksVZy ls rkRi;Z b.VjusV vk/kkfjr ,d ,sls igqap fcUnq ls g]S tks fofo/k izdkj ds lekpkjksa ls lacaf/kr oscistksa dk tky gksrk gS] rFkk ikBdksa dks ,d gh LFkku ij fofo/k izdkj ds lekpkj] QksVks] ohfM;ks] vkWfM;ks] fopkj] CykWx vkfn dks miyC/k djkrk gSA
* **foKkiu lkexzh&**blesa fdlh mRikn] lsok ;k fopkj ds vke tuekul esa O;kid izpkj o izlkj ds fy;s muds fofHkUu igyqvksa ,oa fo'ks"krkvksa dks cgqr gh vkdZ"kd <+ax ls miHkksDrkvksa ds le{k izLrqr fd;k tkrk gSA ftlls os buds ckjs esa vf/kd ls vf/kd tku lds] o buls izHkkfor gksdj budh [kjhnnkjh djsa rFkk bUgsa viuh vko';drkuqlkj nSfud thou esa iz;ksx dj ldsaA izLrqr 'kks/k v/;;u esa mRiknksa dh mi;ksfxrk ds vuqlkj vfuok;Zrk] vko';drk ,oa foykflrk ls lacaf/kr foKkiu lkexzh dks lfEefyr fd;k x;k gSA
* **ikBd %** izLrqr ’kks/k ds lUnHkZ esa ikBdksa ls rkRi;Z mRrj izns’k ds leLr dsUnzh;@jkT; fo’ofo|ky;ksa ds i=dkfjrk foHkkx esa lapkfyr fofHkUu ikB~;Øeksa tSls fd cSpyj vkWWQ tuZfyTe] ekLVj vkWQ tuZfyTe] ,e-fQy- bu tuZfyTe ,oa ih,p-Mh- bu tuZfyTe bR;kfn esa v/;;ujr fo|kfFkZ;ksa o muesa v/;kiujr~ ’kS{kf.kd dfeZ;ksa ls gSA
* **O;fDrxr pj %** izLrqr ’kks/k ds lUnHkZ esa O;fDrxr pjksa ls rkRi;Z ikBdksa dh mu O;fDrxr fo’ks"krkvksa ls gS tks mUgsa tUetkr nk; vFkok lekt ls mudh vUrfØZ;k ds QyLo:Ik mUgksaus vftZr fd;k gSA izLrqr ’kks/k esa ikBdksa ds vxzkafdr O;fDrxr pjksa&fyax ,oa mez dks lfEefyr fd;k x;k gSA

**v/;;u fof/k %** izLrqr 'kks/k i= esa ’kks/kdrkZ us losZ{k.k ’kks/k fof/k dk iz;ksx fd;k gSA

**lef"V ,oa izfrn’kZ** % izLrqr ’kks/k v/;;u esa ’kks/kdrkZ us mRrj izns’k ds leLr dsUnzh;@jkT; fo’ofo|ky;ksa ds i=dkfjrk foHkkx esa lapkfyr fofHkUu ikB~;Øeksa tSls fd cSpyj vkWWQ tuZfyTe] ekLVj vkWQ tuZfyTe] ,e-fQy- bu tuZfyTe ,oa ih,p-Mh- bu tuZfyTe bR;kfn esa v/;;ujr Nk= ,oa Nk=kvksa rFkk muesa v/;kiujr~ ’kS{kf.kd dfeZ;ksa dks lef"V ds :Ik esa ifjHkkf"kr fd;k gSA rFkk ’kks/kdrkZ us mijksDr lef"V ls izfrn’kZ ds :i esa 330 Nk=@Nk=kvksa dk p;u mn~ns’;iw.kZ izfrn’kZu fof/k ls nks Lrjksa ij fd;k gSA ’kks/kdrkZ us izFke Lrj ij mRrj izns’k ds leLr dsUnzh;@jkT; fo’ofo|ky;ksa esa ls rhu dsUnzh;@jkT; fo’ofo|ky;ksa dk mn~ns’;iw.kZ izfrn’kZu fof/k ls p;u dj mlus nwljs Lrj ij izfrn'kZ ds :i esa p;fur izR;sd fo'ofo|ky; ls 110 Nk=@Nk=kvksa rFkk muesa v/;kiujr~ ’kS{kf.kd dfeZ;ksa dk p;u mn~ns’;iw.kZ izfrn’kZu fof/k ls fd;k gSA

**iz;qDr 'kks/k midj.k &**izLrqr 'kks/k v/;;u esa 'kks/kdrkZ us lacaf/kr vkadM+ksa ds laxzg.k ds fy;s LofufeZr ^osc U;wt iksVZy erkoyh\* dk iz;ksx fd;k gSA

**vkadM+ksa dk lka[;dh; fo’ys"k.k ,oa O;k[;k&**

**mn~ns';&1 %**U;wt iksVZyksa ij nh x;h foKkiu lkexzh ds lUnHkZ esa ikBdksa dh ilUnksa dk v/;;u djukA

**Lkkj.kh Ø-1% ikBdksa dh U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfr**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **U;wt iksVZy ij Lkkexzh ds lkFk tqM+s foKkiuksa  dh ilUnksa dh fLFkfr**  **ikBd** | **cgqrk;r esa** | **T;knkrj** | **dHkh&dHkh** | **tc dHkh** | **dHkh ugha** | **;ksx** |
| **ikBdksa dh la[;k** | 118 | 103 | 88 | 1 | 20 | 330 |
| **ikBdksa dk izfr’kr** | 36 | 31 | 27 | 0.30 | 6 | 100 |

**fp=&1 % ikBdksa dh U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfrdks iznf’kZr djrk gqvk js[kkfp=**

Lkkj.kh Ø-&1 ,oa js[kkfp= Ø-&1 ds voyksdu ls Li"V gS fd U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dks 330 ikBdksa esa ls 36 izfr’kr ¼118 ikBd½ yksx cgqrk;r esa] 31 izfr’kr ¼103 ikBd½ T;knkrj] 27 izfr’kr ¼88 ikBd½ yksx dHkh&dHkh] yxHkx 0.30 izfr’kr ¼1 ikBd½ yksx tc dHkh] 6 izfr’kr ¼20 ikBd½ yksx dHkh ugha ilUn djrs gSaA

**mn~ns';&2 %** ikBdksa ds fyax ds vuqlkj muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dk rqyukREkd v/;;u djukA

**Lkkj.kh Ø-&2 % ikBdksa dh fyax ds vuqlkj U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfr**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **U;wt iksVZy ij Lkkexzh ds lkFk tqM+s   foKkiuksa dh ilUnksa dh fLFkfr**  **fyax ds  vuqlkj ikBd** | | **cgqrk;r esa** | **T;knkrj** | **dHkh&dHkh** | **tc dHkh** | **dHkh ugha** | **;ksx** |
| **iq:"k** | **iq:"k ikBdksa dh la[;k** | 73 | 60 | 58 | 0 | 11 | 202 |
| **iq:"k ikBdksa dk izfr’kr** | 36.14 | 29.71 | 28.72 | 0 | 5.45 | 100 |
| **efgyk** | **efgyk ikBdksa dh la[;k** | 45 | 43 | 30 | 1 | 9 | 128 |
| **efgyk ikBdksa dk izfr’kr** | 35.16 | 33.60 | 23.44 | 0.79 | 7.04 | 100 |
| **;ksx** | **dqy ikBdksa dh la[;k** | 118 | 103 | 88 | 1 | 20 | 330 |
| **ikBdksa dk izfr’kr** | 35.76 | 31.22 | 26.67 | 0.31 | 6.07 | 100 |

**fp=&2 % ikBdksa dh fyax ds vuqlkj U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfrdks iznf’kZr djrk gqvk js[kkfp=**

Lkkj.kh Ø-&2 ,oa js[kkfp= Ø-&2 ds voyksdu ls Li"V gS] fd U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dks] 202 iq:"k ikBdksa esa ls 36-141 izfr’kr ¼73 ikBd½ tcfd 128 efgyk ikBdksa esa ls 35-161 izfr’kr ¼45 mRRkjnkrk½ cgqrk;r esa ilUn djrs gSaA 202 iq:"k ikBdksa esa ls 29-702 izfr’kr ¼60 ikBd½ tcfd 128 efgyk ikBdksa esa 33-601 izfr’kr ¼43 mRRkjnkrk½ T;knkrj ilUndjrs gSaA 202 iq:"k ikBdksa ls 28-721 izfr’kr ¼58 ikBd½ tcfd 128 efgyk ikBdksa esa ls 23-441 izfr’kr ¼30 mRRkjnkrk½ dHkh&dHkh ilUn djrs gSaA 202 iq:"k ikBdksa esa ls 0 izfr’kr ¼0 ikBd½ tcfd 128 efgyk ikBdksa esa ls 0-791 izfr’kr ¼1 mRRkjnkrk½ tc dHkh ilUn djrs gSaA 202 iq:"k ikBdksa esa ls 5-451 izfr’kr ¼11 ikBd½ tcfd 128 efgyk ikBdksa esa ls 6-061 izfr’kr ¼20 mRRkjnkrk½ dHkh ugha ilUn djrs gSaA

**mn~ns';&3 %** ikBdksa dh mez ds vuqlkj muds U;wt iksVZy ij foKkiu lkexzh dks ns[kus dh ilUnksa dk rqyukREkd v/;;u djukA

**Lkkj.kh Ø-&3% ikBdksa dh mez ds vuqlkj U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfr**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **U;wt iksVZy ij Lkkexzh ds lkFk tqM+sfoKkiuksa dh  ilUnksa dh fLFkfr mez ds  vuqlkj ikBd** | | **cgqrk;r esa** | **T;knkrj** | **dHkh&dHkh** | **tc dHkh** | **dHkh ugha** | **;ksx** |
| **18&25** | **ikBdksa dh la[;k** | 90 | 77 | 72 | 1 | 17 | 257 |
| **ikBdksa dk izfr’kr** | 35.02 | 29.97 | 28.02 | 0.39 | 6.62 | 100 |
| **25&35** | **ikBdksa dh la[;k** | 18 | 24 | 11 | 0 | 1 | 54 |
| **ikBdksa dk izfr’kr** | 33.34 | 44.45 | 20.38 | 0 | 1.86 | 100 |
| **35&50** | **ikBdksa dh la[;k** | 8 | 1 | 2 | 0 | 1 | 12 |
| **ikBdksa dk izfr’kr** | 66.67 | 8.34 | 16.67 | 0 | 8.34 | 100 |
| **50 o"kZ ls Åij** | **ikBdksa dh la[;k** | 2 | 1 | 3 | 0 | 1 | 7 |
| **ikBdksa dk izfr’kr** | 28.58 | 14.29 | 42.86 | 0 | 14.29 | 100 |
| **;ksx** | **ikBdksa dh la[;k** | 118 | 103 | 88 | 1 | 20 | 330 |
| **ikBdksa dk izfr’kr** | 35.76 | 31.23 | 26.67 | 0.34 | 6.07 | 100 |

**fp=&3 % ikBdksa dh mez ds vuqlkj U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dh ilUnksa dh fLFkfrdks iznf’kZr djrk gqvk js[kkfp=**

Lkkj.kh Ø-&3 ,oa js[kkfp= Ø-&3 ds voyksdu ls Li"V gS fd U;wt iksVZy ij lkexzh ds lkFk tqM+s foKkiuksa dks 18&25 o"kZ vk;qoxZ ds 257 ikBdksa esa ls 35-019 izfr’kr ¼90 ikBd½ cgqrk;r esa] 29-961 izfr’kr ¼77 ikBd½ T;knkrj] 28-015 izfr’kr¼77 ikBd½ dHkh&dHkh] 0-389 izfr’kr ¼1 ikBd½ tc dHkh] 6-614 izfr’kr ¼17 ikBd½ dHkh ugha ilUn djrs gSaA 25&35 o"kZ vk;qoxZ ds 54 ikBdksa esa ls 33-334 izfr’kr ¼18 ikBd½ cgqrk;r esa] 44-445 izfr’kr¼24 ikBd½ T;knkrj] 20-370 izfr’kr¼11 ikBd½ dHkh&dHkh] 0 izfr’kr ¼0 ikBd½ tc dHkh] 1-851 izfr’kr ¼1 ikBd½ dHkh ugha ilUn djrs gSaA 35&50 o"kZ vk;qoxZ ds12 ikBdksa esa ls 66-667 izfr’kr ¼8 ikBd½ cgqrk;r esa] 8-334 izfr’kr¼1 ikBd½ T;knkrj] 16-667 izfr’kr ¼2 ikBd½ dHkh&dHkh] 0 izfr’kr ¼0 ikBd½ tc dHkh] 8-334 izfr’kr  
¼1 ikBd½ dHkh ugha ilUn djrs gSaA 50 o"kZ ls vf/kd vk;qoxZ ds 7 ikBdksa esa ls 28-571 izfr’kr ¼2 ikBd½ cgqrk;r esa] 14-285 izfr’kr ¼1 ikBd½ T;knkrj] 42-857 izfr’kr ¼3 ikBd½ dHkh&dHkh] 0 izfr’kr ¼0 ikBd½ tc dHkh] 14-285 izfr’kr ¼1 ikBd½ dHkh ugha ilUn djrs gSaA

**fu"d"kZ&**mijksDr vkadM+ksa ds fo'ys"k.kksijkUr ;g fu"d"kZ fudkyk tk ldrk gS] fd U;wt iksVZy ij foKkiuksa dks T;knkrj ikBd cgqr vf/kd ilUn djrs gSaA ftuesa ls iq:"k ikBdksa dh vis{kk efgyk ikBd U;wt iksVZy ij foKkiuksa dks vis{kkd`r T;knk ilUn djrh gSaA U;wt iksVZy ij foKkiuksa dks 35&50 o"kZ vk;qoxZ ds ikBd cgqrk;r esa] 25&35o"kZ vk;qoxZ ds ikBd T;knkrj rFkk 50 o"kZ ls vf/kd vk;qoxZ ds ikBd dHkh dHkkj ilUn djrs gSaA

**LkUnHkZ %**

* Althaus, S.L., & Tewksbury, D. (2000). Patterns of internet and traditional news media use in a networked community. *Political Communication, 17*: 21-45.
* Chowdhury, R. M. M. I., Finn, A., & Olsen, G. D. (2007). Investigating the simultaneous presentation of advertising and television programming. *Journal of Advertising, 36*(3), P. 85-96.
* Himelboim, I., & McCreery, S. (2012). New technology, old practices: examining news websites from a professional perspective. *Convergence: The International Journal of Research into New Media Technologies, 18*(4): 427-444.
* Hsieh, Y.C., & Chen, K.H. (2011). How different information types affect viewer's attention on internet advertising. *Computers in Human Behavior, 27*(2): 935-945.
* Interactive Advertising Beureau (2012). *IAB display advertising guidelines: the news 2012 portfolio.* Retrieved, October 15, 2019 from http://www.iab.net/guidelines/508676/508767/displayguidelines.
* Kenney, K., Gorelik, A., & Mwangi, S. (2000). *Interactive features of online newspapers.* Retrieved, September 1, 2019, from http://firstmonday.org/ojs/ index.php/fm/article/view/720/629
* Kim, Minchul (2013). *The effects of online advertisements and news images on news reception*. M.A. thesis in media studies : The University of Wisconsin-Milwaukee, P.9.
* Liu, K. et al. (2007). *All in one news: development and evaluation of a large-scale news meta-search engine.* In Proceedings of the 2007 ACM SIGMOD International Conference on Management of Data, ACM SIGMOD’07, p. 1017 – 1028.
* Migiel Helft (2008). *The hands that keep the google money machine running.* DNA Money. p.22.
* Opgenhaffen, M. (2011). Multimedia, interactive and hyper textual features in divergent online news platforms: an exploratory study of flemish online news. *First Monday, 16*(3). DOI: 10.5210/fm.v16i3.2826
* Tewari, P. (2015). The habits of online newspaper readers in India. *Journal of Socialomics, 4* (2).DOI: 10.4172/2167-0358.1000124
* Pandey, Dheeraj K. (2017). Development of a Module on Peace Education for Living in Harmony. Unpublished Ph.D. Thesis in Education. BHU, Varanasi, U.P., India.
* Awasthi, Diwakar (2020). Hindi Web Portals Ke Home Page Ka Antarvastu Vishleshan. Unpublished Ph.D. thesis in Public Education and Mass Communication. MGCGVV, M.P., India.