M.A.

FIRST YEAR   SEMESTER – I

JOURNALISM AND MASS COMMUNICATION

BASICS OF COMMUNICATION AND JOURNALISM

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2019

CONTENTS

M.A.

FIRST YEAR   SEMESTER – I

JOURNALISM AND MASS COMMUNICATION

COMMUNICATION THEORIES

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2019

CONTENTS

MAJMC18903HM

M.A.

FIRST YEAR   SEMESTER - I

JOURNALISM AND MASS COMMUNICATION

HISTORY OF MEDIA

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2019

CONTENTS

MAJMC18904WRM

M.A.

FIRST YEAR   SEMESTER – 1

JOURNALISM AND MASS COMMUNICATION

WRITING AND REPORTING FOR MEDIA

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2019

CONTENTS

MAJMC18905BM

M.A.

FIRST YEAR   SEMESTER – I

JOURNALISM AND MASS COMMUNICATION

BROADCAST MEDIA

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2019

CONTENTS

MAJMC28901MLE

M.A.

FIRST YEAR   SEMESTER - II
JOURNALISM AND MASS COMMUNICATION
MEDIA LAWS AND ETHICS

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2020

CONTENTS

M.A.

FIRST YEAR   SEMESTER – II

JOURNALISM AND MASS COMMUNICATION
EDITING FOR MEDIA

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2020

CONTENTS

MAJMC28903BJP

M.A.

FIRST YEAR   SEMESTER – II

JOURNALISM AND MASS COMMUNICATION

BROADCAST JOURNALISM PRACTICE

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2020

CONTENTS

M.A.

FIRST YEAR   SEMESTER – II

JOURNALISM AND MASS COMMUNICATION

ICT AND NEW MEDIA

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2020

CONTENTS

M.A.

FIRST YEAR   SEMESTER – II

JOURNALISM AND MASS COMMUNICATION

MEDIA MANAGEMENT

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2020

CONTENTS

MAJMC38901AD

M.A.

SECOND YEAR   SEMESTER – III

JOURNALISM AND MASS COMMUNICATION

ADVERTISING

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

CONTENTS

M.A.

SECOND YEAR   SEMESTER – III

JOURNALISM AND MASS COMMUNICATION

DEVELOPMENT COMMUNICATION

*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent
as the education is the greatest material benefit"*

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

CONTENTS

MAJMC38903GC

M.A.

SECOND YEAR   SEMESTER – III

JOURNALISM AND MASS COMMUNICATION

GLOBAL COMMUNICATION

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

CONTENTS

MAJMC38904CR

M.A.

SECOND YEAR   SEMESTER – IV

JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

CONTENTS

MAJMC38905DJ

M.A.

SECOND YEAR   SEMESTER – III

JOURNALISM AND MASS COMMUNICATION

DIGITAL JOURNALISM

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

COURSE TEAM

Editor:

Dr. Satish Kumar Thalladi
Asst. Professor
Department of Journalism and
Mass Communication
Osmania University, Hyderabad.

Program Co-ordinator:

Prof. Ghanta Chakrapani
Dean, Faculty of Social Sciences,
I/C Head, Dept. of Journalism and
Mass Communication, Dr. BRAOU, Hyderbad.

Course Co-ordinator:

Sri Yadagiri Kambhampati
Academic Associate, Department of Journalism &
Mass Communication, Dr. BRAOU, Hyderabad.

Writers:	Units
Sri Yadagiri Kambhampati Academic Associate, Department of Journalism & Mass Communication, Dr. BRAOU, Hyderabad.	1, 5 and 11
Dr. B. Rama Krishna Asst. Professor (C), Department of Journalism and Mass Communication, Osmania University, Hyderabad.	2 and 12
Dr. Kaluvoya Anitha Asst. Professor, Department of Journalism and Mass Communication, St. Francis College for Women, Hyderabad	3 and 4
Sri M. Ravikanth Freelance Technical Writer, Documentation Consultant Specialist, Hyderabad.	6 and 8
Smt. Lalitha Potukuchi Managing Partner, Lava Infotech, Habsiguda, Hyderabad.	7
Sri Sunil Kumar Pothana Academic Associate, Department of Journalism & Mass Communication, Dr. BRAOU, Hyderabad.	9 and 10

Cover Design: Sri G. Venkata Swamy

Frist Edition 2021

This text forms part of the Dr. B. R. Ambedkar Open University Course.
Further information on Dr. B. R. Ambedkar Open University course may be obtained from the Director (Academic), Dr.B.R.Ambedkar Open University, Prof.G.Ram Reddy Marg, Road No.46, Jubilee Hills, Hyderabad-500033

Printed on behalf of the Dr. BRAOU, Hyderabad by the Registrar
Website: http://www.braou.ac.in/
Mail to: info@braou.ac.in

Lr. No.

CONTENTS

P R E F A C E

Now-a-days digital journalism has become popular among public all over the world due to availability of internet. Reason for popularity is, it is very economical to bring out digital edition. Many newspapers abroad have closed their print editions and transformed into digital editions. Accessing digital editions is easy through internet. Content on digital journalism sites is presented on World Wide Web. Content on digital journalism sites can be published in real time. Breaking news and events can be uploaded from across the world as they unfold. Comparing to traditional journalism, content uploading in digital journalism is cheap and easy. Digital journalism comprises of: graphics, sound, music, motion, video, animation, 3D and text. Digital journalism is interactive. Web page is also non-linear in nature. Hyper-links lead to information available on other web pages. Convergence within Journalism is happening in many ways, they are newsroom convergence, content, information collection, and the ways of news dissemination. In digital journalism, the production, the process, storing, retrieval and presentation of news is facilitated by internet.

The course is divided into five blocks. Each block gives understanding of various facets of digital journalism to students. Block -1 gives information on Online Journalism and Convergent Journalism. Unit-1 explains characteristics of online newspapers, history of Online Journalism and difference between Online and traditional journalism. Unit-2 elaborate on Convergent Journalism and its characteristics. Block-2 discusses on journalists and audience role. Unit-3 unfolds role of journalists in the digital era. In digital era, functions of journalists have changed. They should have skills to produce all types of content and upload from the event. Citizen journalism has become popular and the content is generated by users themselves. And the usage of social media by journalists also is discussed. Unit-4 brings out Role of Online newsreaders and their interests. Unit-5 gives an account on Social media and communities.

Block-3 gives information on Web writing and word processing. Unit-6 discusses Word processing and desktop publishing. Features of word processing, revision marks and document compare, merge painting, foot notes, end notes, page layout are put forth. Unit-7 describes about Web writing. It elaborates on impact of technology on communication process, effectiveness of Cyber media in communication and designing web writing. Unit-8 is on Cyber laws, writing for e-journals, e-newsletters etc. Block-4 is on Educational Technology. Unit-9 explains mobile technology and communication. Now-a-days mobile phones have adopted convergent technology. They use various apps as reporting tools. Unit-10 expounds on Creating Web Publications. It provides information on creating online content, web hosting and privacy policy, editorial issues in website publications. Block-5 is on Participatory Journalism and Ethics. Unit-11 is on Blogging and Participatory journalism. It gives an account on blogging and citizen journalism, methods of setting up blogs and academic issues in blogging. Unit-12 is on Ethics in digital Journalism. It gives comparison between digital journalism and traditional media ethics and media laws. Critical analysis is also given on Media laws and ethical implications on journalists and online readers.

BLOCK - I

CYBER JOURNALISM

Now-a-days cyber journalism has become popular. Cost of running an Online journalism portal is cheaper comparing with traditional newspaper. Many newspapers world over have stopped their print editionsand transformed into Online editions. Amount of news hole available is unlimited in online editions. Online news portal is easily accessible to anyone, anywhere in the world. Reporters can upload content from the event with effortless ease.As Online content could be in audio-visual in nature, it is very interesting for readers or viewers. Many newspaper print editions have online versions too. Digital webpages are non-linear, so readers can surf other web pages through the link.

This block is consists of following Units:

Unit - 1: Online Journalism

Unit - 2: Convergent Journalism

UNIT - 1:   ONLINE JOURNALISM

Contents

1.0   OBJECTIVES

After studying this unit, you should be able to

- define online newspapers and characteristics

- explain online journalism and characteristics

- analyse the difference between online journalism and traditional journalism

- discuss the history of online journalism

1.1   INTRODUCTION

The Internet provides the technical capability for a user to read an article, examine its sources, and interact through a natural conduit that other media do not provide. A newspaper's Web site can provide e-mail addresses or discussion forums that make journalists accessible while fostering community discussion. A site can offer audio clips from interviews, text of government records, and interactive maps that all can change the way a reader understands a story.

News online provides the opportunity to develop a whole new way to present journalism, and Jan Schaffer (2001) of the Pew Centre for Civic Journalism suggested that this be done with a "much more interactive toolbox." Interactivity is one of the things that gives the Internet value as a medium. Newspapers can provide in-depth stories, and television gives pictures and sounds. Web journalism offers something more, something unique now. If interactivity is the Internet's outstanding characteristic (Morris, 2001), it seems that online journalism should be taking advantage of it with stories that engage the reader and with tools such as e-mail links to journalists and officials, documents available to view, databases, and hyperlinks.

Newspapers have a tradition of seeking, gathering, processing, and producing news in a one-way daily delivery, but the Internet can give users the ability to make the reporting process more transparent if site visitors can see, hear, or read the sources reporters relied on. Online news not only enriches our lives but also bring us closer.

1.2   ONLINE NEWSPAPERS

An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a timelier manner. The credibility and strong brand recognition of well established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

News reporters are being taught to shoot video and to write in the succinct manner necessary for Internet news pages. Some newspapers have attempted to integrate the Internet into every aspect of their operations, e.g., the writing of stories for both print and online, and classified advertisements appearing in both media.

1.2.1   Characteristics

In recent year, with the advancement and popularization of internet technology, online news becomes more and more popular in people's daily life. According to Chan et al. (2001), online news is a type of news released through internet that is different from traditional news. Nowadays, more people read news on the internet instead of traditional media, likes newspaper and television. Meikle (2009) indicated that automation, personalisation, participation are three critical characteristics of online newspaper.

Automation

Automation is one of the most important characteristics of online news which means that news can be automatically published and updated on web sites. In other words, people can publish any information and read the latest news on the internet at any time. It effectively improves the timeliness of news.

Personalization

With the development of social media, reading online news become easier. People not only just read news on social media but also write their own stories and share photos or video on it, which makes the news personalized. If we subscribe to RSS feed, as and when content is uploaded information is received in email.

Participation

People participation means that people can participate and comment on news through the internet. People can use social media to express their opinions and give suggestions on any news topics.

1.3   DIFFERENCES AND SIMILARITIES WITH OTHER MEDIA

The times are a-still changing in the media landscape, especially in terms of how one consumes daily news. While the differences between online and print media may continue to widen, both expert opinion and public sentiment suggest that similarities between the two will likely keep each relevant in some form.

Cost

Cost is one area in which online media wins – at least in terms of what it costs publishers to produce content. According to the Wall Street Journal, news magazine giant Newsweek expects to cut tens of millions of dollars from its operating costs by eliminating its print edition, effective as of January 2013. But this doesn't mean necessarily that readers will see a lower price for each issue. Newsweek plan to charge the same per-issue price for its digital edition as it did for print, but do plan to offer a discount for yearly subscriptions. Overall, though, most online media is free and usually less expensive than viewing print media.

Ad Revenue

The Knight Digital Media Centre reported in September 2012 that online revenues for most newspaper media are still a small fraction of the income from traditional print. Still, a Pew Research Centre report from the same year revealed that while online ad revenue remains smaller, revenue from print advertisements is falling while online ad revenue grows. Statistics like this show that while online ad revenue is growing in strength, there are advertisers who prefer print, even as other advertisers might be ditching print for online media. In many cases, though, a marketer's ads spread across both print and online media.

Environmental Impact

Another similarity between online and print media is the fact that both mediums pollute the environment. A Swedish environmental study found that print publishers pollute more from the act of making and distributing their product, and online publishers pollute more from using energy.

Enjoyment

There are readers who love the feel of print media, and there are readers who love the speed and accessibility of online media. And then there are those, such as Slate journalist Jack Shafer, who love digital media so much that they ditch their print newspaper editions in favor of the digital versions, only to come crawling back to the print some time later. Why? Some, like Shafer, miss the layout of print, feeling that it more effectively guides their intuitive sense to what content is "more important" or "more urgent" than other content. Additionally, some readers, when speaking about books as well as newspapers or magazines, still favor print over online media because they consider digital media reader unfriendly.

1.4   ONLINE JOURNALISM

The term 'online journalism' means publishing journalistic content and news stories on the Internet. *Oxford Dictionary of Journalism* by Harcup specifies that 'online journalism' includes various kinds of news that are disseminated via websites, social media, RSS channels, e mails, newsletters and other forms of online communication. Online journalism, being in sharp contrast with the more traditional ways of journalistic information dissemination related to the press, allows the producers to present news in a non linear way; the recipients are able to choose when and how they want to receive the news. Russell favours the term 'networked journalism' and observes that it is 'about more than journalists using a digitally equipped public as a kind of new hyper source. It is also about a shift in the balance of power between news providers and news consumers. Digital publishing tools and powerful mobile devices are matched by cultural developments such as increased scepticism towards traditional sources of journalistic authority'.

The electronic or rather digital form of publishing and offering journalistic products through the Internet thus can be seen as a basic attribute which allows us to distinguish between

'traditional' and 'new' journalism. However, we cannot ignore the fact that the creative principles of journalism, which result in specific activities of processing and shaping information in order to create journalistic products, are – very much like in the case of 'traditional' journalism associated with employment of strictly determined procedures. The overall framework of creative activities related to products of online journalism as well as its final forms is, however, different from the 'traditional' outcomes of journalistic work, often to a great extent.

1.4.1   Characteristics

The six identities types of online journalism to some extent utilize the key characteristics which include online, shifted time, hyper-textually, multi-mediality, interactivity, and immediacy. Each of these four characteristics make-up online journalism in their own way, I will try to exemplify by looking at the online news situation.

Online: It uses online platform. News can be updated in real time as news happens. It doesn't require costly logistics. Internet connectivity and mobile handset is enough to upload videos and information. Other media like television needs costly logistics to upload content online.

Shifted time: News or information can be archived for retrieving at later day or in real time. Content can be accessed at the reader's convenience. It is the advantage of online media, no other media has this advantage.

Hypertextuality

The problem with hypertext is as one of the founding fathers of hypertext Ted Nelson writes, that it creates "a delivery system for separate closed units – a system which allows only embedded links pointing outwards". What one has to realize is that texts, interconnected through links - hyperlinks – can refer internally to the other texts within text's domain or externally to texts located elsewhere on the internet. Effective use of internal and external hyperlinks is a basic element of a good online media production. It enables journalists to refer their readers to all kinds of background or related information, ranging over documents, illustrations, sources, multiple perspectives on a particular topic and so on. If we examine how today's news sites apply these concepts the conclusion we will come up with is pessimistic. Only a few sites actually embed hyperlinks and if they do it does not integrate their information with the web.

Multimediality

Multimediality means the extent to which text, graphics, sound, voice and images (still and moving) are translated and integrated into a common digital form. The internet provides opportunity to journalists to present non-linear types of storytelling by using hyper-textuality and multimediality in an innovative way. One of the important implications of multimedia is that the online journalist will learn how to work with these different formats. For writing the story, the journalist needs the skills to decide for each story, which part of the story will consist of text and which one will carry audio and visual elements.

Web designer Tim Guay has written as early as 1995 about the inherent pitfalls of applying multimedia content to web sites: "if multimedia is used with no thought to the reasons why it is being used, or it had poor lay-out or content it can result in a pointless aesthetic fiasco that needlessly hogs bandwidth".

Interactivity

Interactivity is the process of two people or things working together and influencing each other, that is the ability of a computer to respond to a user's input. In online journalism

interactivity is subdivided into three types: navigational interactivity, functional interactivity, and adaptive interactivity.

Observing interactive options in news sites it is noted that there is a sheer absence or rather the fact that most sites do not develop interactivity beyond functional and navigational levels. The most sophisticated level of interactivity is adaptive meaning that it allows the web site to adapt to itself, and the behaviour of the visiting surfer. It's revealed that the more interactive opportunities websites give to users, the more involved the users will feel about the website. Mainstream news sites usually operate on internal hypertextuality with mainly navigate interactivity.

These sites don't usually apply multimedia, unless they specifically intend to index images. This could be seen as serving as some kind of accountability one could argue: allowing the surfer to submit a feedback or comment to the people responsible for the metasite.

Immediacy

Immediacy is the quality of bringing into direct and instant involvement with something, giving rise to a sense of urgency or excitement. The basic concept of immediacy is that it means the information is passed on to the news consumers instantly. This is possible because of two related features.

First, the information is digital and can be easily moulded continuously and secondly that the information is not distributed as far as web is concerned. Rather than being pushed out to the audience all the time, the audience should seek up a database that presents the information to the audience. That means the information will not leave the producer entirely unless someone downloads the website and the information can therefore be worked on continuously.

1.4.2 Difference between Online Journalism and Traditional Journalism

Traditional journalism guides the reader through a linear narrative. The online journalist lets readers become participants, as they click their way through a hyperlinked set of pages. Narrative momentum and a strong editorial voice pull a reader through a linear narrative. With interactivity, the online journalist can pre-determine, to a certain extent, the reader/ participant's progress through the material, but manifold navigation pathways, branching options, and hyperlinks encourage the reader/participant to continue to explore various narrative threads assembled by the reporter/writer/editor. A web of interlinked pages is also an ideal mechanism to give reader/participants access to a library of source documents and background information that form the foundation of an extensive journalistic investigation.

Readers/participants can respond instantly to material presented by the online journalist; this response can take several forms. Email to the reporter or editor resembles the traditional letter to editor of print publications, but email letters can be published much sooner online than in print. Online journalists can also take advantage of threaded discussions that let readers respond immediately to an article, and to the comments of other readers, in a bulletin board-style discussion that can be accessed at any time. Readers can become participants in the ongoing co-creation of an editorial environment that evolves from the online journalist's original reporting and the initial article. Blogs (short for "Web log", a Web-based journal) make this easy.

Much of the journalism published on the Web and elsewhere, online amounts to nothing more than traditional magazine or newspaper articles and graphics, perhaps with some added links to related web sites. By providing an instant access, cheap distribution medium, the Internet adds tremendous value to such articles. Journalists are still experimenting and discovering how best to take advantage of interactivity and hyperlinking to create distinctive works that take advantage of the benefits of the online medium.

1.5   HISTORY OF ONLINE JOURNALISM

The first type of digital journalism, called teletext, was invented in the UK in 1970. Teletext is a system allowing viewers to choose which stories they wish to read and see it immediately. The information provided through teletext is brief and instant, similar to the information seen in digital journalism today. The information was broadcast between the frames of a television signal in what was called the Vertical Blanking Interval or VBI.

American journalist, Hunter S. Thompson relied on early digital communication technology beginning by using a fax machine to report from the 1971 US presidential campaign trail as documented in his book Fear and Loathing on the Campaign Trail.

After the invention of teletext was the invention of videotex, of which Prestel was the world's first system, launching commercially in 1979 with various British newspapers such as the Financial Times lining up to deliver newspaper stories online through it. Videotex closed down in 1986 due to failing to meet end-user demand.

American newspaper companies took notice of the new technology and created their own videotex systems, the largest and most ambitious being Viewtron, a service of Knight-Ridder launched in 1981. Others were Keycom in Chicago and Gateway in Los Angeles. All of them had closed by 1986.

Next came computer Bulletin Board Systems. In the late 1980s and early 1990s, several smaller newspapers started online news services using BBS software and telephone modems. The first of these was the Albuquerque Tribune in 1989.

Computer Gaming World in September 1992 broke the news of Electronic Arts' acquisition of Origin Systems on Prodigy, before its next issue went to press. Online news websites began to proliferate in the 1990s. An early adopter was The News & Observer in Raleigh, North Carolina which offered online news as Nando. Steve Yelvington wrote on the Poynter Institute website about Nando, owned by The N&O, by saying "Nando evolved into the first serious, professional news site on the World Wide Web". It originated in the early 1990s as "NandO Land". It is believed that a major increase in digital online journalism occurred around this time when the first commercial web browsers, Netscape Navigator (1994), and Internet Explorer (1995). By 1996, most news outlets had an online presence. Although journalistic content was repurposed from original text/video/audio sources without change in substance, it could be consumed in different ways because of its online form through toolbars, topically grouped content, and intertextual links. A twenty-four-hour news cycle and new ways of user-journalist interaction web boards were among the features unique to the digital format. Later, portals such as AOL and Yahoo! and their news aggregators (sites that collect and categorize links from news sources) led to news agencies such as The Associated Press to supplying digitally suited content for aggregation beyond the limit of what client news providers could use in the past. Also, Salon, was founded in 1995. In 2001 the American Journalism Review called Salon the Internet's "preeminent independent venue for journalism." In 2008, for the first time, more Americans reported getting their national and international news from the internet, rather than newspapers. Young people aged 18 to 29 now primarily get their news via the Internet, according to a Pew Research Centre report. Audiences to news sites continued to grow due to the launch of new news sites, continued investment in news online by conventional news organizations, and the continued growth in internet audiences overall. Sixty-five percent of youth now primarily access the news online.

Mainstream news sites are the most widespread form of online news media production. As of 2000, the vast majority of journalists in the Western world now use the internet regularly in their daily work. In addition to mainstream news sites, digital journalism is found in index and

category sites (sites without much original content but many links to existing news sites), meta- and comment sites (sites about news media issues like media watchdogs), and share and discussion sites (sites that facilitate the connection of people, like Slashdot). Blogs are also another digital journalism phenomenon capable of fresh information, ranging from personal sites to those with audiences of hundreds of thousands. Digital journalism is involved in the cloud journalism phenomenon, a constant flow of contents in the Broadband Society.

Prior to 2008, the industry had hoped that publishing news online would prove lucrative enough to fund the costs of conventional newsgathering. In 2008, however, online advertising began to slow down, and little progress was made towards development of new business models. The Pew Project for Excellence in Journalism describes its 2008 report on the State of the News Media, its sixth, as its bleakest ever. Despite the uncertainty, online journalists report expanding newsrooms. They believe advertising is likely to be the best revenue model supporting the production of online news.

Many news organizations based in other media also distribute news online, but the amount they use of the new medium varies. Some news organizations use the Web exclusively or as a secondary outlet for their content. The Online News Association, founded in 1999, is the largest organization representing online journalists, with more than 1,700 members whose principal livelihood involves gathering or producing news for digital presentation.

The Internet challenges traditional news organizations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of geography. These organizations are concerned about real and perceived loss of viewers and circulation to the Internet.

Hyperlocal journalism is journalism within a very small community. Hyperlocal journalism, like other types of digital journalism, is very convenient for the reader and offers more information than former types of journalism. It is free or inexpensive.

Online journalism in India is a growing field shared between traditional media and the growing blogging community. Large media companies, traditionally print and television focused, continue to dominate the journalism environment now online but a growing group of dedicated bloggers are providing an independent voice.

Although Indian newspapers were using computers for writing and page layout as early as 1987 they were slow to move to online editions of their papers. By 1998 only forty-eight papers had online editions. By 2006, the count had climbed to 116. This despite the fact that in 2007 India had 42 million Internet users and was ranked fifth among online populations. The number of online news editions is seen as especially low because of the multitude of languages spoken in India. Of the 22 languages officially recognised, only 12 of the non-English languages were accounted for in a survey of online editions.

Impact on Readers

Online journalism allows for connection and discussion at levels that print does not offer on its own. People can comment on articles and start discussion boards to discuss articles. Before the Internet, spontaneous discussion between readers who had never met was impossible. The process of discussing a news item is a big portion of what makes for digital journalism. People add to the story and connect with other people who want to discuss the topic.

Online journalism creates an opportunity for niche audiences, allowing people to have more options as to what to view and read. Online journalism opens up new ways of storytelling; through the technical components of the new medium, digital journalists can provide a variety of media, such as audio, video, and digital photography.

Online journalism represents a revolution of how news is consumed by society. Online sources are able to provide quick, efficient, and accurate reporting of breaking news in a matter of seconds, providing society with a synopsis of events as they occur. Throughout the development of the event, journalists are able to feed online sources the information keeping readers up-to-date in mere seconds. The speed in which a story can be posted can affect the accuracy of the reporting in a way that doesn't usually happen in print journalism. Before the emergence of online journalism, the printing process took much more time, allowing for the discovery and correction of errors.

News consumers must become Web literate and use critical thinking to evaluate the credibility of sources. It is possible for anyone to write articles and post them on the Internet, the definition of journalism is changing. Because it is becoming increasingly simple for the average person to have an impact in the news world through tools like blogs and even comments on news stories on reputable news websites, it becomes increasingly difficult to sift through the massive amount of information coming in from the digital area of journalism.

There are great advantages with digital journalism and the new blogging evolution that people are becoming accustomed to, but there are disadvantages also. For instance, people are used to what they already know and can't always catch up quickly with the new technologies in the 21st century. The goals of print and digital journalism are the same, although different tools are needed to function.

The interaction between the writer and consumer is new, and this can be credited to digital journalism. There are many ways to get personal thoughts on the Web. There are some disadvantages to this, however, the main one being factual information. There is a pressing need for accuracy in digital journalism, and until they find a way to press accuracy, they will still face some criticism.

One major dispute regarding the credibility of these online news websites. A digital journalism credibility study performed by the Online News Association compares the online public credibility ratings to actual media respondent credibility ratings. Looking at a variety of online media sources, the study found that overall the public saw online media as more credible than it actually is.

The effects of digital journalism are evident worldwide. This form of journalism has pushed journalists to reform and evolve. Older journalists who are not tech savvy have felt the blunt force of this. In recent months, a number of older journalists have been pushed out and younger journalists brought in because of their lower cost and ability to work in advanced technology settings.

Career as an Online Journalist

Journalism remains a field that is open to newcomers and outsiders — all you really have to do is write the kinds of articles that publications want to publish.

Online journalists may also want to learn a few Web basics: how to use the Internet for research; basic HTML coding to produce Web pages; digital audio and video production and related Web programming techniques if you want to add multimedia elements to your online journalism works.

You need to develop good basic writing skills. The best way to do this is to practice writing the kind of articles you like, and find an editor (or somebody with appropriate editorial skills) to give you feedback and show you how to improve your articles. Learn about the history of journalism in order to appreciate the power and privileges that journalists enjoy, and you read classic journalistic works to get a deep understanding of what journalists have done.

Once you've developed an understanding of journalism practice and a basic repertoire of skills, it's time to start work. Here's the process:

1. Choose the subject material and type of article (feature, news, interview, etc. - a journalism textbook will show you all the basic types) you want to write.

2. Find publications that publish the kinds of articles (type and subject matter) you want to write.

3. Write some sample articles that you think will fit into this publication's profile. Create a professional-looking Web site of your own where you can publish your sample articles. It's very easy to do this with a blog (short for "Web log", a Web-based journal), if you're lacking Web design and coding skills.

4. Once you've located publications that publish the kind of articles you want to write, identify the editor (or editors) responsible for assigning articles to freelance writers.

5. Send a letter to this editor, introducing yourself and asking if he/she would be interested in giving you story assignments to work on. Contact the editors (by telephone, email, or snail mail) and propose specific story ideas, suggesting articles that you would like to write. Send along copies of your sample articles, and provide the URL of your web site where the editor can see your work published on the Web.

6. Continue to find other publications that may be interested in the articles you want to write, identify the editors who assign freelance work, and contact them to see if they'll give you a chance. At the same time, continue to research and write articles that you can publish in your Web site — you'll be sharpening your journalistic skills while developing a body of work that will demonstrate what you can do.

7. You will have to be persistent in order to find editors who will give you assignments, but if you persist, and if you develop the ability to research and write the kinds of articles that editors want to publish, eventually you will get work.

1.6   SUMMARY

An online newspaper allows the reader to interact with the paper itself. Readers can now leave comments, watch videos, view photo slideshows and oftentimes contribute their own opinions and written pieces to the paper. The wide range of access points also contributes to the success of the online newspaper. An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner.

Journalism is any non-fiction or documentary narrative that reports or analyzes facts and events firmly rooted in time (either topical or historical) which are selected and arranged by reporters, writers, and editors to tell a story from a particular point of view. Journalism has traditionally been published in print, presented on film, and broadcast on television and radio. "Online" includes many venues. Most prominent is the World Wide Web, plus commercial online information services like America Online. Simple Internet email also plays a big role. Also important are CD-ROMs (often included with a book) linked to a web site or other online venue, plus intranets and private dial-up bulletin board systems.

Online journalism can be published in real time, updating breaking news and events as they happen. Nothing new here — we've had this ability with telegraph, teletype, radio, and TV. Just as we gather around the TV or radio, so we can gather and attend real-time events online in chat rooms and auditorium facilities. Online journalism also takes advantage of shifted time; online publications can publish and archive articles for viewing now or later, just as print,

film, or broadcast publications can. WWW articles can be infinitely easier to access, of course; online journalism can include multimedia elements: text and graphics (newspapers and books), plus sound, music, motion video, and animation (broadcast radio, TV, film), 3D, etc; and online journalism is interactive. Hyperlinks represent the primary mechanism for this interactivity on the Web, linking the various elements of a lengthy, complex work, introducing multiple points of view, and adding depth and detail. A work of online journalism can consist of a hyperlinked set of web pages; these pages can themselves include hyperlinks to other web sites.

1.7   MODEL EXAMINATION QUESTIONS

I.   Answer the following questions in about 40 lines each:

1. What are the distinguishing characteristics of online journalism as compared to traditional journalism?

2. Explain the history of online journalism

II.   Answer the following questions in about 20 lines each:

1. Define online newspaper and its characteristics

2. What is the future of online journalism?

1.8   GLOSSARY

- **Civic Journalism**: Civic journalism (also known as public journalism) is the idea of integrating journalism into the democratic process. The media not only informs the public, but it also works towards engaging citizens and creating public debate.

- **Wall Street Journal:** Online coverage of breaking news and current headlines from the US and around the world.

- **Broadcast Journalism:** Broadcast journalism is the field of news and journals which are broadcast by electronic methods instead of the older methods, such as printed newspapers and posters. It works on radio (via air, cable, and Internet), television (via air, cable, and Internet) and the World Wide Web.

- **Consumer**: A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

- **HTML**: Hypertext Markup Language

1.9   SUGGESTED READINGS

1. Rakesh Arora, Web Journalism, Arise Publishers & Distributors, New Delhi

2. Vir Bala Aggarwal, Essentials of Practical Journalism, Concept Publishing Company, New Delhi.

3. Cecilia Friend & Jane B. Singer, Online Journalism Ethics: Traditions and Transitions; PHI Learning Private Limited, New Delhi.

4. Steve Hill and Paul Lashmar, Online Journalism: The Essential Guide, Sage Publications, London.

5. https://en.wikipedia.org/wiki/Digital_journalism

UNIT - 2: CONVERGENT JOURNALISM

Contents:

2.0   OBJECTIVES

After reading this unit, you should be able to:

- identify characteristics of media convergence

- decide the right format for images, audio and video files for different purposes

- use various social and conferencing tools to reach the audience

2.1   INTRODUCTION

Convergent journalism has become mainstream given the rapid spread of Internet. This chapter discusses some of the conceptual frameworks for a shift to multimedia storytelling and offers practical tips on choosing different file formats and tools appropriate for different purposes.

2.2   CONVERGENT JOURNALISM

2.2.1   Convergence

To converge is to come together. The concept of convergence here refers to the coming together of different media. Think of the way newspapers and magazines were 'print' media; radio and television were 'broadcast' media; multimedia and animation were, in a sense,

the new media. What has been happening to these 'different' media? All of these have converged (or, have come together) on the Internet. This phenomenon is called the convergence of media.

To put it more broadly, convergence covers the integration of telephony, computing and media (broadcasting) technologies, and the integration of the businesses, markets and the social interactions associated with them. Responding to a television programme (broadcasting) via an online (telecommunications) website that measures viewer responses and votes (computing) is a basic form of convergence. Being able to do all of this via a single device is a further possible result of convergence.

The primary force driving this phenomenon is the widespread use of digital technologies in the production of all forms of media content. In other words, the editing and page making in newspapers, recording of video and audio for broadcast are all being done on computers. Once the content is processed digitally (that is, in terms of zeroes and ones) on a computer, the content can be published on the Internet, to be accessed through computers or smart phones.

This adaptability of digital information has enabled a particular type of industry restructuring. Service industries, including broadcasting and telecommunications, have traditionally operated in domestic markets with industries centered on standardized services delivered to mass markets. These structures have been assumed in policy-making arenas in the past. As convergence is linking these traditionally separate industries through digital networks, traditional industry structures are no longer relevant. Industries and markets are integrating, with technologies, thus print, screen and website can now be seen as platforms for the same content-provider.

Some of the possible consequences of these changes involve networks supporting a range of services, new competition between previously distinct businesses, service innovation with a focus on customization and flexibility, the potential for niche markets and a greater scope for international trade in services and goods. Convergence is causing number of countries to revisit their communications policies. As the same content can now be received across once separately regulated media - television, radio and the Internet.Governments are considering to regulate various streams of media in order to deal with these changes. For instance, the UK has brought together its formerly separate regulatory bodies for telecommunications, television and radio under one umbrella agency, Ofcom.

Changes brought about by convergence also mean that the tradition one-to-many information distribution structures will no longer be preserved, because of technological constraints. To continue to receive information from singular, 'closed' or inaccessible sources without entering into participatory dialogue and production will be the result of industrial, political or cultural forces rather than technical constraints.

2.2.2 Implications of Journalism

Convergence of the media on Internet allows stories to be developed by team members who use the strengths of each medium to tell the story. Team members cooperate in both gathering and disseminating the news. Their common goal is to use the strengths of the different media to tell the story in the most effective way. Under full convergence, hybrid teams of journalists from the partnering organizations work together to plan, report, and produce a story, deciding along the way which parts of the story are told most effectively in print, broadcast, and digital forms. The teams gather and produce content for specific projects and then disband. New teams form as additional projects present themselves.

Producers and assignment editors can no longer think of stories for one medium exclusively. They need to determine the best ways to tell a story. Here's a quick look at the advantages of the media that these individuals have at their disposal:

- Print - portable and permanent. You can take it with you. Print allows reporters to go into great detail with both text and graphics because the space exists. If readers miss the details the first time, they can go back again and again. There can also be multiple stories taking various angles on the same topic. Finally, from an archival perspective, the permanency of newspapers provides readers with a historical document and record of the day. But newspapers are not perfect: Space is limited, it needs to be delivered, and content is static. Once a newspaper has been published, you cannot update it, so people often read news that's already a day or two old.

- Television and radio-immediate and emotional. News can be brought to viewers and listeners live as it happens. When reported well, audio and video can help bring viewers a lot of information in a little bit of time. People feel like they witness the news when they can see and hear it. Radio and TV have weaknesses. They are passive, so it's easy to misinform when you get distracted. Unless you're recording the news, once it's over, it's gone. Time limits also limit the number of stories covered and the amount of time devoted to each one.

- Online-the best of both worlds? Online journalism offers the immediacy of TV and radio and the space to bring people the same amount of detail as in print publications. It's easy to use, and it's interactive. You can choose how much information you want and how you use it. Unfortunately, it takes a lot of people to put together the audio, video, photo galleries, polls, and games needed to attract and retain an audience, so it's too expensive for many media outlets to do well.

Early ideas of convergence focused on the "super reporter," a reporter who could cover a story with a camera, notepad, and tape recorder for every medium. In some cases, this is possible, but there are only few hours in a day to develop the content. One staff member trying to report for radio, TV, print, and the Internet is likely to run into problems when trying to tell his or her stories. The more work reporters have to do, the more likely they will be to miss deadline. It is also likely that reporters who are forced to churn out stories for each medium will repeat themselves across the media platforms. This limits the storytelling in all the media and does not take full advantage of the nuances of each format. Critics of convergence have often argued that this "jack of all trades, master of none" approach would make for worse journalism. While there are examples of individuals who have done well as "backpack" journalists, the goal of this chapter is to outline the ways in which journalists with varied backgrounds can produce separate stories that take advantage of each medium's strengths.

2.3 CHARACTERISTICS

Text

- **Reporting Comes First:** To make your writing sing, you'll need to do some strong reporting before you do anything else. Far too often, students (and many journalists) think, "I'll write around that." Unfortunately, if you approach reporting that way, you severely limit your ability to write. Reporting is at the core of all good stories. You must learn as much about the topic as possible so that you are well versed in what you are going to write about. You must do as much of this research as possible in advance so that you know what questions to ask and how to pursue the issue. You must be willing to ask questions of a source more than once and feel free to follow up with fresh questions as they arise in your writing. Here's a simple set of guidelines for your writing:

- **Background:** Do as much research as you can about the person, place, or thing you are going to be writing about. Look for stories other people have done on this topic. Ask

your colleagues what they know about this topic. If an editor assigned you this story, ask why the editor thought this was important and if he or she has any ideas on where you should look for background.

- **Interviews:** Make sure you talk not only to a good number of people, but also people with a wide array of perspectives. Some educators and journalists say that you should get as many "sides "as possible, but in setting yourself up that way, you might lose out on some good perspectives. Only interviewing people for or against something sets them in opposition to each other. It also tends to paint an issue in black or white and ignore the subtle grays. This kind of broad view is especially important for personality profiles.

- **Never Enough:** In many cases, time is a huge factor in what you can gather. Daily deadlines, late-breaking news, and other delights prevent you from getting as much information as you would like.

- **Deeper is Better:** Depth doesn't always mean unearthing a scandal and bringing it to light. Depth means a richness of reporting that can allow the reader to experience the story in a variety of ways. For example, don't tell the readers that a fire damaged a house. Show your readers the charred frame, the blackened windows.

Photographs

Nothing matches the power of that well-chosen frozen moment in time. Video often shows an event to a passive audience. The viewer sits and watches as the scene unfolds. Still photographs can be examined fleetingly or in detail. In most cases, the viewer of a still photograph is in control. The viewer decides how long to look and where to focus attention. This gives power to the viewer, power to the photograph, and power to the photographer. The skillful photographer directs attention to the key elements in a picture but how the image is seen ultimately rests with the viewer.

Still photographs appear to have a sense of permanence. One moment selected out of the parade of images that fly past the lens is captured, selected, and immortalized. Video achieves its power through the very impermanence of its images. The images fly by, propelling the viewer through the story at the pace set by the editor. The story can be recorded and watched multiple times, but the relationship to the images is different. Collectively, the video images form a whole and do not usually stand on their own as individual pictures. The challenge in a converged media environment is to take advantage of the power of all media. Use the power of the still image with its seeming permanence, but also harness sound and the energy of motion. Multimedia presentations have the potential to harness the power from both of these types of imagery. In a converged environment, the picture editor's role, already important in any single medium, becomes even more important.

Audio-Video

Four tools are essential for visual storytelling. In order of importance they are:

- The camera
- The microphone
- The edit suite
- The written word

When telling a story, use pictures as your first tool. Consider them the same way a novelist uses a pen or computer to capture the words for a book. What you can't tell with

images, you tell through the sound using microphones. This sound can either be natural sounds gathered at the scene or interviews recorded in the field. What cannot be told with the pictures and sound can be written while editing. The way they are put together during editing can help to tell the story. The last tool, in terms of visual storytelling, is the written word. You should use words to tell what cannot be seen or heard using the first three tools. You should aim for steady, sequenced images with meaningful and compelling natural sound. Notice the word steady. It is important and separates professionally shot video from what amateurs take. Like the noises you get from handling a microphone, video shots that wobble and careen are distracting to your audience.

Video cameras that produce excellent quality images are available at department stores worldwide. It is how you use the camera that makes you a storyteller. The best way to keep an image steady is to use a tripod. A tripod also allows you to shoot longer. If you are tired and fatigued, you won't be able to shoot as well.

Story Building

Every story needs a beginning, middle, and an end. The best visual stories fulfill those needs with gripping images. You usually want to begin a story with an image that establishes the scene, character, and mood of the piece. The viewer should be intrigued enough to want to watch the whole story.

The middle is the meat of the story. It's where you introduce the characters, the conflict, and the resolution. Sequences are the foundation of the story in the middle of the story. The end is used to sum up the main idea of the story. Give the viewer a real sense of conclusion. Use the negative action of your subject walking away from the camera to show the end of the story.

Infographics

Just as a good news reporter must be capable of writing interesting stories, a strong graphics reporter must be capable of creating visually engaging illustrations. Artistic skills are extremely important to a graphics reporter's ability to create accurate, attractive graphics. However, a graphic's merit should be first judged on its ability to advance a reader's understanding of a story or event. A graphic needs to contain a clean, clear, and accurate presentation of fact-based information.

A truly successful graphics reporter is a journalist first and an artist second. In other words, every artistic decision should consider the information needs of the readers, the nature of the story, and the clarity of the message. A graphics reporter's role and responsibilities are, in many ways, similar to those of any other reporter. They engage in research for both the visual and textual elements of the graphic. They consult a variety of sources, including, but not limited to, encyclopedias, almanacs, reports, documents, and individuals who are experts in their fields.

Graphics reporters often go on assignment to gather information for their work. They often attend news meetings and work with editors, photographers, and other reporters on developing story packages. They must also be accurate, observe ethical journalistic practices, and serve as credible sources of information for the audience.

However, the nature of precision differs between a reporter who uses words as the primary form of expression and one who uses information graphics. Text reporters, no matter how well they use precise and descriptive language with regard to events and scenes, are constrained by the limits of the language. A graphic has the ability to truly show what happened and how it happened. A graphics reporter can create diagrams that illustrate objects in direct proportion to their real counterparts.

A graphic can show exactly "what happened," "when" and "in what order," "how much," "how close," "how far away," or "how to" in a much more conceptual fashion than words. After all, would you rather read a paragraph that describes the racial makeup of the United States by percentage, or would you rather see it in a pie chart? In this and other cases, without the visual aid, the numbers become rather meaningless because they are more difficult to process in comparison to one another. They often lack context, and, sometimes, a graphic is also a more space-efficient way to provide that information.

In a convergent environment, a graphics reporter needs to ask a second set of questions about the main points in a story and the role of graphics in telling that story. Once it has been determined what types of graphics (chart, diagram, map, etc.) are appropriate for a story, a graphics reporter must also establish how graphics will be presented using the available formats (i.e., print, online, broadcast). What parts of the graphic story are best told in print? What parts are better served online? What parts are more appropriate for broadcast? Print graphics are generally accompanied by other print elements such as photographs, headlines, and text-based stories. Print graphics are one dimensional, and the navigation is primarily determined by the design or physical organization of elements. Online graphics can be animated and allow for interactivity. They may also be accompanied by other elements such as text-based stories and still photographs, as well as video and audio clips.

2.4 IMAGE AND VIDEO FORMATS

The format of audio and video media files is defined in two parts (three if a file has both audio and video in it, of course): the audio and/or video codecs used and the media container format (or file type) used. The most commonly used containers for media on the web are probably MPEG-4 (MP4), QuickTime Movie (MOV), and the Wave file Audio File Format (WAV). However, you may also encounter MP3, Ogg, WebM, AVI, and other formats. Not all of these are broadly supported by browsers, however; some combinations of container and codec are sometimes given their own file extensions and MIME types as a matter of convenience, or because of their ubiquity.

Codec name (short)	Full codec name	Description
3GP	Third Generation Partnership	The 3GP or 3GPP media container is used to encapsulate audio and/or video that is specifically intended for transmission over cellular networks for consumption on mobile devices. The format was designed for use on 3G mobile phones, but can still be used on more modern phones and networks. However, the improved bandwidth availability and increased data caps on most networks has reduced the need for the 3GP format. However, this format is still used for slower networks and for lower-performance phones.
ADTS	Audio Data Transport Stream	Audio Data Transport Stream (ADTS) is a container format specified by MPEG-4 Part 3 for audio data, intended to be used for streamed audio, such as for Internet radio. It is, essentially, an almost bare stream of AAC audio data, comprised of ADTS frames with a minimal header.
FLAC	Free Lossless Audio Codec	The Free Lossless Audio Codec (FLAC) is a lossless audio codec; there is also an associated simple container format, also called FLAC, that can contain this audio. The format is not encumbered by any patents, so its use is safe from interference. FLAC files can only contain FLAC audio data.

Codec name (short)	Full codec name	Description
MPEG / MPEG-2	Moving Picture Experts Group (1 and 2)	The MPEG-1 and MPEG-2 file formats are essentially identical. Created by the Moving Picture Experts Group (MPEG), these formats are widely used in physical media, including as the format of the video on DVD media. On the internet, perhaps the most common use of the MPEG file format is to contain Layer_III/MP3 sound data; the resulting files are the wildly popular MP3 file used by digital music devices around the world. Otherwise, MPEG-1 and MPEG-2 are not widely used in Web content. The main differences between MPEG-1 and MPEG-2 take place in the media data formats rather than the container format. MPEG-1 was introduced in 1992; MPEG-2 was introduced in 1996.
MPEG-4 (MP4)	Moving Picture Experts Group 4	MPEG-4 (MP4) is the latest version of the MPEG file format. There are two versions of the format, defined in parts 1 and 14 of the specification. MP4 is a popular container today, as it supports several of the most-used codecs and is broadly supported. The original MPEG-4 Part 1 file format was introduced in 1999; the version 2 format, defined in Part 14, was added in 2003. The MP4 file format is derived from the ISO base media file format, which is directly derived from the QuickTime file format developed by Apple.
Ogg	Ogg	The Ogg container format is a free and open format maintained by the Xiph.org Foundation. The Ogg framework also defines patent unencumbered media data formats, such as the Theora video codec and the Vorbis and Opus audio codecs. Xiph.org documents about the Ogg format are available on their web site. While Ogg has been around for a long time, it has never gained the wide support needed to make it a good first choice for a media container. You are typically better off using WebM, though there are times when Ogg is useful to offer, such as when you wish to support older versions of Firefox and Chrome which don't yet support WebM. For example, Firefox 3.5 and 3.6 support Ogg, but not WebM.

Codec name (short)	Full codec name	Description
QuickTime (MOV)	Apple QuickTime movie	The QuickTime file format (QTFF, QT, or MOV) was created by Apple for use by its media framework of the same name. The extension for these files, .mov, comes from the fact that the format was initially used for movies and was usually called the "QuickTime movie" format. While QTFF served as the basis for the MPEG-4 file format, there are differences and the two are not quite interchangeable. QuickTime files support any sort of time-based data, including audio and video media, text tracks, and so forth. QuickTime files are primarily supported by macOS, but for a number of years, QuickTime for Windows was available to access them on Windows. However, QuickTime for Windows is no longer supported by Apple as of early 2016, and should not be used, as there are known security concerns. However, Windows Media Player now has integrated support for QuickTime version 2.0 and earlier files; support for later versions of QuickTime requires third-party additions. On Mac OS, the QuickTime framework not only supported QuickTime format movie files and codecs, but supported a vast array of popular and specialty audio and video codecs, as well as still image formats.

Codec name (short)	Full codec name	Description
WAV	WAVE	The Waveform Audio File Format (WAVE), usually referred to as WAV due to its filename extension being .wav, is a format developed by Microsoft and IBM to store audio bit stream data. It is derived from the Resource Interchange File Format (RIFF), and as such is similar to other formats such as Apple's AIFF. The WAV codec registry can be found at RFC 2361; however, because nearly all WAV files use linear PCM, support for the other codecs is sparse.
WebM	Web Media	WebM (Web Media) is a format based on Matroska which is designed specifically for use in modern web environments. It's based entirely on free and open technologies and primarily uses codecs that are in turn free and open, although some products support other codecs in WebM containers as well. WebM was first introduced in 2010 and is now widely supported. Compliant implementations of WebM are required to support the VP8 and VP9 video codecs and the Theora and Opus audio codecs. The WebM container format and its required codecs are all available under open licenses. Any other codecs may require a license to use.

There are a few factors to consider when selecting the best container or containers to use for your media. The relative importance of each will depend on your needs, your license requirements, and the compatibility requirements of your target audience. The best choice also depends on what you'll be doing with the media. Playing back media is a different thing than recording and/or editing it. If you're going to be manipulating the media data, using an uncompressed format can improve performance, while using a lossless compressed format at least prevent the accumulation of noise as compression artefacts are multiplied with each re-compression that occurs.

- If your target audience is likely to include users on mobile, especially on lower-end devices or on slow networks, consider providing a version of your media in a 3GP container with appropriate compression.

- If you have any specific encoding requirements, make sure the container you choose supports the appropriate codecs.

- If you want your media to be in a non-proprietary, open format, consider using one of the open container formats such as FLAC (for audio) or WebM (for video).

- If for any reason you are only able to provide media in a single format, choose a format that's available on the broadest selection of devices and browsers, such as MP3 (for audio) or MP4 (for video and/or audio).

- If your media is audio-only, choosing an audio-only container format likely makes sense. Now that the patents have all expired, MP3 is a widely supported and good choice. WAVE is good but uncompressed, so be aware of that before using it for large audio

samples. FLAC is a very good choice, due to its lossless compression, if the target browsers all support it.

Unfortunately, neither of the relatively major lossless compression formats (FLAC and ALAC) are universally supported. FLAC is the more broadly supported of the two, but is not supported by macOS without additional software installed, and is not supported at all on iOS. If you need to offer lossless audio, you may need to provide both FLAC and ALAC to get close to universal compatibility.

Common Image File Types

The image file formats that are most commonly used on the web are listed below.

Abbreviation	File format	File extension(s)	Summary
APNG	Animated Portable Network Graphics	.apng	Good choice for lossless animation sequences (GIF is less performance). AVIF and WebP have better performance but less broad browser support. Supported: Chrome, Edge, Firefox, Opera, Safari.
AVIF	AV1 Image File Format	.avif	Good choice for both images and animated images due to high performance and royalty free image format. It offers much better compression than PNG or JPEG with support for higher color depths, animated frames, transparency etc. Note that when using AVIF, you should include fallbacks to formats with better browser support (i.e. using the <picture> element). Supported: Chrome, Opera, Firefox (behind a preference. Basic support only; advanced features like animated images and colorspace support yet to the implemented).
GIF	Graphics Interchange Format	.gif	Good choice for simple images and animations. Prefer PNG for lossless and indexed still images, and consider WebP, AVIF or APNG for animation sequences. Supported: Chrome, Edge, Firefox, IE, Opera, Safari.
JPEG	Joint Photographic Expert Group image	.jpg, .jpeg, .jfif, .pjpeg, .pjp	Good choice for compression of still images (currently the most popular). Prefer PNG when more precise reproduction of the image is required, or WebP/AVIF if both better reproduction and higher compression are required. Support: Chrome, Edge, Firefox, IE, Opera, Safari.
PNG	Portable Network Graphics	.png	PNG is preferred over JPEG for more precise reproduction of source images, or when transparency is needed. WebP/AVIFprovides even better compression and reproduction, but browser support is more limited. Support: Chrome, Edge, Firefox, IE, Opera, Safari.

Abbreviation	File format	File extension(s)	Summary
SVG	Scalable Vector Graphics	.svg	Vector image format; ideal for user interface elements, icons, diagrams, etc., that must be drawn accurately at different sizes. Support: Chrome, Edge, Firefox, IE, Opera, Safari.
WebP	Web Picture format	.webp	Excellent choice for both images and animated images. WebP offers much better compression than PNG or JPEG with support for higher color depths, animated frames, transparency etc. AVIF offers slightly better compression, but is not quite as well-supported in browsers and does not support progressive rendering. Support: Chrome, Edge, Firefox, Opera, Safari

The older formats like PNG, JPEG, GIF have poor performance compared to newer formats like WebP and AVIF, but enjoy broader "historical" browser support. The newer image formats are seeing increasing popularity as browsers without support become increasingly irrelevant (i.e. have virtually zero market share).

The following list includes image formats that appear on the web, but which should be avoided for web content (generally this is because either they do not have wide browser support, or because there are better alternatives).

Abbreviation	File format	MIME type	File extension(s)	Description
BMP	Bitmap file	image/bmp	.bmp	Chrome, Edge, Firefox, IE, Opera, Safari
ICO	Microsoft Icon	image/x-icon	.ico, .cur	Chrome, Edge, Firefox, IE, Opera, Safari
TIFF	Tagged Image File Format	image/tiff	.tif, .tiff	Safari

2.5 TOOLS

2.5.1 Video on Demand

Video on Demand (VoD) is a media distribution system that allows users to access videos without a traditional video playback device and the constraints of a typical static broadcasting schedule. It is now commonly known as Over-the-Top (OTT) service.

In the 20th century, broadcasting in the form of over-the-air programming was the most common form of media distribution. As Internet and IPTV technologies continued to develop in the 1990s, consumers began to gravitate towards non-traditional modes of content consumption, which culminated in the arrival of VoD on televisions and personal computers.

Internet television has emerged as an increasingly popular medium of VoD provision. Desktop client applications such as the Apple iTunes online content store and Smart TV apps such as Amazon Prime Video allow temporary rentals and purchases of video entertainment content. Other Internet-based VoD systems provide users with access to bundles of video entertainment content rather than individual movies and shows. The most common of these

systems, Netflix, Hulu and Disney+, use a subscription model that requires users to pay a monthly fee for access to a selection of movies, television shows, and original series. In contrast, YouTube, another Internet-based VoD system, uses an advertising-funded model in which users can access most of its video content free of cost but must pay a subscription fee for premium content. Some airlines offer VoD services as in-flight entertainment to passengers through video screens embedded in seats or externally provided portable media players.

2.5.2   Web TV

Web television is original episodic online video content produced for broadcast on the Internet via the World Wide Web. The phrase "web television" also sometimes refers to streaming television in general, which includes Internet transmission of programs produced for both online and traditional terrestrial, cable, or satellite broadcast.

Web television content includes web series such as Carmilla, Husbands, Red vs. Blue, Teenagers, The Lizzie Bennet Diaries, and Video Game High School, among hundreds of others; original miniseries such as Dr. Horrible's Sing-Along Blog; animated shorts such as those of Home star Runner; and exclusive video content that supplements conventional television broadcasts. The current major distributors of web television are Amazon, Crackle, Hulu, Netflix, New grounds, Roku, and YouTube. Examples of web television production companies include Generate LA-NY, Next New Networks, Revision3, and Vuguru.

In 2008, the International Academy of Web Television, headquartered in Los Angeles, formed in order to organize and support web television actors, authors, executives, and producers. The organization also administers the selection of winners for the Steamy Awards. In 2009, the Los Angeles Web Series Festival was founded. Several other festivals and award shows have been dedicated solely to web content, including the Indie Series Awards and the Vancouver Web Series Festival.

In 2013, in response to the shifting of the soap opera All My Children from broadcast to web television, a new category for "Fantastic web-only series" in the Daytime Emmy Awards was created. Later that year, Netflix made history by earning the first Primetime Emmy Award nominations for web television series, for Arrested Development, Hemlock Grove, and House of Cards, at the 65th Primetime Emmy Awards. Hulu earned the first Emmy win for Outstanding Drama Series, for The Handmaid's Tale at the 69th Primetime Emmy Awards.

2.5.3   Twitter

Twitter is a social networking (also described as a micro-blogging site) site quite popular among journalists. Below are some of the DOs and DON'Ts for journalists using Twitter.

DO share your stories, but DON'T inundate your followers with only links.

It's important to share your work with your followers, of course, but you don't want to only share links. While your followers may click through to read your story or ask questions, if the only things you post are links, eventually, your followers will get bored of you. They can just read your articles online, without following you on Twitter. People want more meaningful engagement from social media.

DO share colleagues' stories and other interesting links.

On the same thread of engagement, you want to engage with other journalists on the platform, and if there's something journalists love; it's having other people share their work. By sharing the work of others, you're letting your readers discover new sources of information that they can trust, because they already trust you (a huge thing in the age of fake news), and you're helping your colleagues find a new audience with whom to engage. And, chances are, if you share your colleagues' stories, they'll share yours and introduce you to their followers. Again, a

brief comment about why you're sharing the story goes a long way toward encouraging engagement. A short line, such as, "Here's a unique perspective on X" helps so that your followers aren't having to guess why you're sharing the article.

DO respond to followers, but DON'T feed the trolls.

Social media is all about engagement! People want to feel like they have a relationship with you, no matter how small, and they want to have the opportunity to talk with you one-on-one - even if it's in front of the entire World Wide Web. So, when someone tweets a question or comment, do your best to reply meaningfully. Answer their questions, "like" their funny comments, thank them for their compliments. If you let followers know that you're seeing their comments and are willing to engage in some way, you will be rewarded with their loyalty.

Of course, this rule goes out the window if the person trying to engage with you is a troll. You are not obligated or even encouraged to respond to people who are trying to pick a fight with you or get you to blow up (this is affectionately known in the social media world as "feeding the trolls"). There are certainly journalists who push back against these internet monsters, but if you're genuinely upset by a troll, or feel attacked, the best course of action is to report and block the account and move on with your day. Social media should never take up so much of your energy that you're thinking about it long after you close out of the app.

DO share insights and thoughts about your beat, even if you don't have a story to go with it.

Twitter is there 24/7, and it is direct and immediate. When news breaks, it is an opportunity for you to share your expertise. You don't need to wait until your story hits the next day to share information - tell people what's happening and why it matters, or share the importance of the moment. If you're a long-time White House correspondent and the president does something surprising, explain to your followers why that's so important - or why it's simply par for the course.

You can also use social media to share more information that wouldn't necessarily make it into the story. Provide historical context to breaking news, share your behind-the-scenes experience in the course of producing a story, or even share old stories you've written to illustrate a point about the current story.

DO share parts of your life and personality, but DON'T feel like you have to share everything.

People not only want to engage with you online, but they want to get to know you. Your followers want to know what kind of person you are and what you're like when you're not wearing your journalism cap. So if you want to tweet that ridiculous pun you just thought of, or share a photo of the best bagel you've ever had, or tell your followers about your boring Friday night, tweet away - but only if that feels natural to you. Just because you're online sharing parts of your life doesn't mean you have to share all of your life. Figure out what makes sense to you to share and set your boundaries. It's okay to want to keep some moments private. And since you are the one who controls what you post, it's very easy to keep your life compartmentalized the way you want. That said, seeing journalists crack jokes or make fun of themselves is something that humanizes us.

DO use Twitter to crowd source stories, but DON'T crowd source every single story.

Twitter connects you to people you'd never encounter in your daily life, and it lets you engage with them in ways you wouldn't be able to otherwise. As a journalist, that's an incredible resource, and you should absolutely feel comfortable reaching out to your followers to "pick their brains" for story ideas, anecdotes, information or data points for an article.

However, you should not crowd source every single story. Your followers want to read your original story angles, research and insights that are a product of your hard work, done the old-fashioned way. Your followers will be happy to help you out occasionally, but not if they feel that you're taking advantage of them.

DON'T forget to have fun.

The most important thing to remember about Twitter is that it's just a social media platform. You may not have as many followers as a colleague, or have the engagement numbers you want, but those things don't make you a better journalist - they just makes you better at Twitter. Twitter should be a tool, and it should be fun. If you find yourself getting stressed out about your personal Twitter account, you should take a step back and think about what would make your use of the platform more meaningful for you. Social media is not one-size-fits-all, so give yourself the space to figure out what will work for you. If you're being authentic and real, your audience will find you.

2.5.4   WhatsApp

Using WhatsApp as a media channel is quite different from using it as an individual.

1. **You'll need a dedicated mobile phone or SIM**

   This may sound obvious but it's worth setting out first: you need a phone. And you need to decide who's responsible for that.

   You have three options here: use someone's phone; buy a new phone; or buy a new SIM card. There are pros and cons to all three:

   a) Using someone's own phone:

      Pro: it's with them at all times, important if they're on the move. It's also the cheapest option.

      Con: it means publishing your phone number

   b) Buy a new phone:

      Pro: can be passed from person to person if you need to take shifts.

      Con: the person responsible will have to carry two phones and could confuse them. It's more expensive than the other options.

   c) Buy a new SIM.

      Pro: avoids the need for two phones; relatively cheap.

      Con: likely to be fiddly to switch SIMs when you need to broadcast (especially on new iPhones). Likely to miss subscription requests while not in your phone.

   If you do use someone's existing number then someone in the team needs to be happy for their number to be published.

   You will also need to make sure that you set the profile picture to one which relates to the brand, not a picture of you!

2. **Choose a broadcast list - or a group chat**

   Most people use WhatsApp to have group chats - but most news organisations don't use this. Instead they use WhatsApp's Broadcast Message feature to publish updates. This is because it has particular advantages:

   • Users cannot see each other's details (particularly useful if you're concerned about data protection issues)

- Users do not know how many other recipients there are (useful if, as is likely, you have small subscriber numbers and do not wish that to be obvious)
- Users are less likely to reply (useful if you don't have the time to manage replies - although this can also be a disadvantage if you want interaction)

You can find a guide to setting up a broadcast message on various platforms here.

3. **Write a draft signup page - and consider setting limits**

   You will need a page promoting the service and explaining how it works. Users will have to add you to their contacts and then send you a WhatsApp message, which isn't as straightforward as following you on other platforms, so you need to sell the benefits. They may have concerns about the quantity or focus of updates. As a result of these, WhatsApp channels I've seen tend to fall into two broad categories:
   - Number-limited services (only the most important news)
   - Time-limited services (more updates but only while an important event takes place)

4. **Prepare well**

   Before publishing the page inviting people to subscribe, test it with a small sample of people. And see how the messages look from their end. This is where you can spot problems like the wrong profile image, ability to see other users, and so on.

5. Consider a visual approach for a younger audience, which generally seems to be younger than average.

6. **…But realise it's a trade off against click through**

   One of the reasons why news organisations tend to adopt a textual response is the need to drive traffic to their own site. Mike Wright points out that:

7. Decide what you'll do about responses

8. And finally: if you're going to stop, make sure future subscribers know about it

   If you do not intend to continue the service make sure you delete pages inviting users to subscribe.

2.5.5 Skype

Skype is a voice-over-Internet-protocol (VoIP) service. It provides video chat and voice calls between computers, tablets, mobile devices, the Xbox One console, and smart watches over the Internet. Skype also provides instant messaging services. Users may transmit text, video, audio and images. Skype allows video conference calls.

2.5.6 Zoom

Zoom is a video telephony software program developed by Zoom Video Communications. The free plan provides a video chatting service that allows up to 100 participants concurrently, with a 40-minute time restriction. Users have the option to upgrade by subscribing to a paid plan, with the highest allowing up to 1,000 participants concurrently, with a 30-hour time restriction.

During the COVID-19 pandemic, there was a major increase in the use of Zoom and similar products for remote work, distance education, and online social relations. The increase led to Zoom being the 5th most downloaded mobile app worldwide in 2020 at 477 million downloads. Zoom has been used by media organisations to organise webinars as a community outreach activity. For instance, Business Line has held a series of webinars on topical issues with top-level corporate executives.

2.5.7 Google Meet

Google Meet (formerly known as Hangouts Meet) is a video-communication service developed by Google. It is one of two apps that constitute the replacement for Google Hangouts, the other being Google Chat. This is also similar to Zoom from a user's perspective.

2.6 SUMMARY

Convergence covers the integration of telephony, computing and media (broadcasting) technologies, and the integration of the businesses, markets and the social interactions associated with them. The primary force driving this phenomenon is the widespread use of digital technologies in the production of all forms of media content.Convergence of the media on Internet allows stories to be developed by team members who use the strengths of each medium to best tell the story. Team members cooperate in both gathering and disseminating the news. Their common goal is to use the strengths of the different media to tell the story in the most effective way. Under full convergence, hybrid teams of journalists from the partnering organizations work together to plan, report, and produce a story, deciding along the way which parts of the story are told most effectively in print, broadcast, and digital forms. The teams gather and produce content for specific projects and then disband. New teams form as additional projects present themselves.

The format of audio and video media files is defined in two parts (three if a file has both audio and video in it, of course): the audio and/or video codecs used and the media container format (or file type) used. The most commonly used containers for media on the web are probably MPEG-4 (MP4), QuickTime Movie (MOV), and the Wave file Audio File Format (WAV). However, you may also encounter MP3, Ogg, WebM, AVI, and other formats.

2.7 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. Describe the idea of convergence. What are its implications for journalism?
2. What are the different digital formats for audio-visual content?

II. Answer the following questions in about 20 lines each:

1. List the Dos and Don'ts of using Twitter for journalists.
2. Describe the requirements of a setting up and running a news feed on WhatsApp.
3. What is a multimedia story?

2.8 GLOSSARY

- **Convergence:** covers the integration of telephony, computing and media (broadcasting) technologies, and the integration of the businesses, markets and the social interactions associated with them.

- **Infographic:** It is a self-contained module consisting of text summarizing the story; headline; visual / graphic; and the source.

- **Video on Demand (VoD):** is a media distribution system that allows users to access videos without a traditional video playback device and the constraints of a typical static broadcasting schedule. It is now commonly known as Over-the-Top (OTT) service.

- **Web Television:** is original episodic online video content produced for broadcast on the Internet via the World Wide Web.

2.9   SUGGESTED READINGS

1. Communication, Cultural and Media Studies, by John Hartley (2002, Routledge)

2. Convergent Journalism, by Stephen Quinn (2005, Focal Press)

3. Paul Bradshaw, ýLiisaRohumaa, The Online Journalism Handbook: Skills to survive and thrive in the digital age.

4. Steve Hill, Paul Lashmar, Online Journalism: The Essential Guide.

5. https://en.wikipedia.org/wiki/Social_networking_service

6. https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_channels

BLOCK - II

JOURNALISTS AND AUDIENCES' ROLE

Role of a journalist in digital era has changed tremendously. Earlier a journalist either used to report or edit a story to one media platform only. But, as of now a journalist must have many skills. Not only he should report to print media, if he is working in it, but also to web and other media platforms as well. Mobiles phones have empowered common man in generating content. User generated content is posted on social media platforms and circulated among its members. However, credibility and veracity of the social media content is always doubtful. Social media is used by central and state governments to propagate their programmes. Content has to be planned depending on target audience. Web- based platforms provide interactive story telling. Online communities are formed on social media. They share content on social media.

This block is consists of following Units:

Unit - 3: Role of Journalists in the Digital Era

Unit - 4: Role Of Online Readers

Unit - 5: Social Media and Communities

UNIT - 3: ROLE OF JOURNALISTS IN THE DIGITAL ERA

Contents

3.0   OBJECTIVES

After studying this unit, you should be able to

- explain Digital Era
- delineate the role of digital Journalist
- differentiate between social media and journalism
- expound the crowdsourcing
- explore role of social media in governments

3.1   INTRODUCTION

In this unit, you will be studying the changing role of journalists in digital age and few social media platforms that generate content for digital users. Online Journalism is most commonly understood as a term that is related with dissemination or accessing news on digital platforms. It is also called as cyber journalism, e-journalism, web or internet journalism.

Sitting at home and accessing internet via smart phones is going online. Similarly, if a newspaper has a website to complement its published editions, this is seen as an online version of the paper.

It can also be called as new media mediated journalism. online journalism has skewered journalism to new heights with easy and all-time accessibility of news in the fast pace of life, more and more people are turning to the web and for their daily news, and the number of net news users is increasing every day. The news on the net is for free and latest news can be accessed anytime from anywhere. News can even be accessed according to one's own interest. These days, one can subscribe to online news site for daily or weekly news, according to one's own interest for example stock news, medical news etc. To give better understanding among students on these technological aspects this unit is designed accordingly.

3.2   NEW ROLES OF JOURNALISTS IN THE DIGITAL ERA

The role of the journalist is changing from time to time, from newspaper to radio and TV and now internet. We all know the role of journalist was very powerful during India's independence struggle this continued after independence also.

But, after the invention of Electronic media like Radio and Television the role of journalist has become even more powerful and challenging. Technical knowledge is a requirement in this current media field. Though the journalist need not master the skills related to handling camera, video editing, graphic designing etc. but are expected to have some understanding of these aspects while reporting and writing of the story to make it more reachable.

The internet entry has not only changed the lifestyle of common people but also the flow of information in the media profession. The invention of the internet in the 90s had brought tremendous change in the journalism field, as of now, as many as 80% of Indians consume news on the internet primarily through social media and instant messages services, the largest game, use of services like Facebook, Twitter, Instagram, LinkedIn and YouTube has allowed news organisations to offer regular updates to consumers on current events, bypassing barriers of time and accessibility. In fact, advancement made in chatbots, and has also made it possible to deliver curated news, stock market updates, and other relevant information tailored specifically for the individual consumers on WhatsApp. And, artificial intelligence has played a key role in highlighting the emerging potential technology in automating news delivery on digital medium.

These days, a journalist is seen as a media professional, earning monthly income as a journalist, working in the news room or editorial board within a media organisation. The online journalist is therefore a professional performing journalistic task within, and for an online media outlet, exclusive online news venture is still very rare. Mostly newspaper organisations host their own websites. For example, those of. The Times of India, Indian Express, Hindustan Times. The Hindu, etc. Some websites provide a complete version of print publications.

Internet or worldwide web cannot set an agenda, usually media does this. News is properly collected, organized and present to audience by the media outlets which will pick up by netizens to discuss up on. These agendas are set by the media regarding elections, or any policies etc... so certain times you will have certain stories running for a period of time again new stories will be picked up. Online platforms are dependent on the major news channels or news organisations, as a primary source of information.

Online journalism opens up new ways of throwing information, primarily through the technical components of the new medium. Simply put, online journalists can provide a variety of media like text, audio, video, and photographs. Data searching mechanism provides a means to access huge information available on the net. Online journalism can provide outlets for non-traditional means of news and information. As A.J. Leibling once said, "Freedom of the press

belongs to those who own one." The Internet enables everyone who owns a computer to have their own printing press. The audience provides the basis for any journalistic enterprise. The larger the audience, the more a publication can charge for advertising and more lucrative it is for an enterprise. Even though most surveys show an expanding audience for online journalism, the number of users for news and information on the Internet still remains a smaller percentage.

3.2.1 Skills Required for Digital Journalists

Media consumption has shifted dramatically in the last decade towards digital and social platforms. Journalists must broaden their skill-set to meet the growing demand for online storytelling.

Being a good writer is not enough. Today's journalist will need to produce a story that can be read in any number of ways.

As two-thirds of the US population now get their news via social media, it is imperative for journalists to develop digital skills.

The Journalist Toolbox observes that since 2010, there has been an increase in the demand for digital skills. In 2015, 62% of journalism jobs require web and multimedia skills.

Tasks from the job adds include:

- Reporting and writing stories;
- Producing photos and videos;
- Engaging the audience via social media (Facebook, Twitter, Instagram, Reddit) and,
- Providing analytics on social media engagement.

Clearly, the future of journalism lies in digital media. Journalists will do well to develop the following digital skills to help their careers.

These skills are:

1. Search engine optimisation (SEO) and keywords for Google

SEO is the practice of including relevant keywords in your online article to improve search results rankings.

2. Links can boost your search rankings

Placing links from reputable sites in your article can help boost your ranking in search engines. It is also helpful if credible sites link to your online article on their webpage.

3.. Social media and live-streaming

Oftentimes, readers see breaking news on the social media platforms, rather than the news sites.

The 2018 research from Pew Research Center reports that Reddit, Twitter and Facebook have the most news-focused users and are the most popular pathways to news sites. It makes sense to create a profile on these social media sites and share your articles.

4. Learn how to edit videos and photos

Since there is great amount of requirement for videos and photographs in social media it has been compulsory for journalist to have knowledge on these technical skills.

5. Master fundamental journalism skills

Journalist must not only have digital skills but must have good journalistic skills. Good writing, critical thinking, good judgement, fact-finding and verification are key skills needed for journalists.

3.2.2 Producer, Visualizer

Producer in online Journalism means the journalist and editor, these people who produce news for online platforms. The online newsroom is undergoing a number of changes including the introduction of IT, new word processing and editing tools and other types of software applications like Photoshop etc., which are enabling online journalists to produce quality content.

Online news can be uploaded instantly. It is immediate and can be accessed by anyone. Since, a story can be published online with or without sub-editor or editor's approval and a round of sub-editing, online journalists feel more powerful on the net and their gatekeeper role has changed. However, with power comes responsibility and online journalists need to understand this and should work with caution. The fact that they have social responsibility should always be at the back of their minds and they should be careful when posting information on the net.

Today's online journalist needs to be multi-skilled. Beyond the basic writing, editing and interviewing skills required, journalists need to be aware of internet technology, mark-up languages like HTML, XML, DHTML, photo editing software like Photoshop, and require basic web skills. Journalistic work practices are evolving, and the www is slowly gaining acceptance in the newsroom. Journalist are beginning to recognize the www as a potential source of information. The online newsroom is witnessing new roles, as staff is hired for specific tasks.

New roles in the form of web master, content managers, and web developers are emerging. There is a current boom in the need for content producers as websites realize the importance of fresh and quality content online. There is a trend towards hiring younger journalists who possess IT expertise and writing skills and are equipped with basic www skills. Online journalists now carry wireless devices and transmit news stories directly to the server that convert the content and upload it online. To conclude, the role of the online journalist is slowly being understood and journalists are gaining awareness of the medium and the possibilities it holds.

3.2.3 Publisher

WWW is converting today's news publishers from their traditional role of delivering ink-on-trees news, to "information content providers". It would have been difficult to imagine the print media carrying the content of broadcasters' years ago, but today it is a common for newspapers to have an online spin off with audio and/or video features.

With a view to develop and boost income and profitability and continue their role as information content providers' publishers will try to gain advantage from the archival nature of the www and leverage the retrieval systems and search capabilities of the www.

The Interactivity, Individualization and Convergence features related to web are making it to emerge as a fourth medium. Furthermore, the ability of www to deliver information when readers want it is also appreciated by publishers and they are fully aware of the enormous commercial potential that is associated with this new medium and are gearing up or equipping the online newsrooms to take full advantage of the power and economic potential of this new medium.

Publishers are also facing dilemma when it comes to supplying content via the web. This is because, at the top end of the spectrum, there are technology savvy readers equipped with the latest gizmos, and at the other end newbie recently introduced to the www. User technology limitations influence news publishers as they hesitate to use the latest plug ins such as Flash and other fancy tools for fear that their readers will not be able to access their site. Online publishers need to find a balance between providing quality information with compelling design and user access and equip the online newsroom accordingly.

3.3   CITIZEN JOURNALISM

Citizen journalism also known as collaborative media, participatory journalism, democratic journalism, guerrilla journalism or street journalism, is based upon public citizens "playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. These are usually very diverse and are places where people usually post things such as pictures and videos and some can be targeted to a specific geographic area. Some of these are edited, while others are not.

Courtney C. Radsch defines citizen journalism "*as an alternative and activist form of news gathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism*"

Then main idea of citizen journalism is that ordinary people, not professional journalists, can be the main creators and distributors of news. Community Journalist or Civic Journalism are practiced by professional media persons these should not be clubbed with citizen Journalism. Collaborative journalism, which is the practice of professional and non-professional journalists working together; and social journalism, which denotes a digital publication with a hybrid of professional and non-professional journalism.

Citizen journalism is a specific form of both citizen media and user-generated content (UGC). By juxtaposing the term "citizen", with its attendant qualities of civic-mindedness and social responsibility, with that of "journalism", which refers to a particular profession, Courtney C. Radsch argues that this term best describes this particular form of online and digital journalism conducted by amateurs, because it underscores the link between the practice of journalism and its relation to the political and public sphere.

Citizen journalism was made more feasible by the development of various online internet platforms. New media technology, such as social networking and media-sharing websites, in addition to the increasing prevalence of cellular telephones, have made citizen journalism more accessible to people worldwide. Recent advances in new media have started to have a profound political impact. Due to the availability of technology, citizens often can report breaking news more quickly than traditional media reporters. Notable examples of citizen journalism reporting from major world events are, the 2010 Haiti earthquake, the Arab Spring, the Occupy Wall Street movement, the 2013 protests in Turkey, the Euromaidan events in Ukraine, and Syrian Civil War, the 2014 Ferguson unrest and the Black Lives Matter movement.

Being that Citizen journalism is yet to develop a conceptual framework and guiding principles, it can be heavily opinionated and subjective, making it more supplemental than primary in terms of forming public opinion. Critics of the phenomenon, including professional journalists and news organizations, claim that citizen journalism is unregulated, amateur, and haphazard in quality and coverage. Furthermore, Citizen journalists, due to their lack of professional affiliation, are thought to lack resources as well as focus on how best to serve the public.

Citizen journalism, as a form of alternative media, presents a "radical challenge to the professionalized and institutionalized practices of the mainstream media".

In what is Participatory Journalism? (2003), J. D. Lasica classifies media for citizen journalism into the following types:

- Audience participation (such as user comments attached to news stories, personal blogs, photographs or video footage captured from personal mobile cameras, or local news written by residents of a community)
- Independent news and information Websites (Consumer Reports, the Drudge Report)
- Full-fledged participatory news sites DigitalJournal.com,
- Collaborative and contributory media sites
- Other kinds of "thin media" (mailing lists, email newsletters)
- Personal broadcasting sites (video broadcast sites such as Ken Radio)

The idea that every citizen can engage in acts of journalism has a long history in the United States. The contemporary citizen journalist movement emerged after journalists began to question the predictability of their coverage of events such as the 1988 U.S. presidential election. Those journalists became part of the public, or civic, journalism movement, which sought to counter the erosion of trust in the news media and the widespread disillusionment with politics and civic affairs.

Initially, discussions of public journalism focused on promoting journalism that was "for the people" by changing the way professional reporters did their work.

Traditionally, the term "citizen journalism" has had a history of struggle with deliberating on a concise and mutually agreed upon definition. Even today, the term lacks a clear form of conceptualization. Although the term lacks conceptualization, alternative names of the term are unable to comprehensively capture the phenomenon. For example, one of the interchangeable names with "citizen journalism" is "user-generated content" (UGC). However, the issue with this alternative term is that it eliminates the potential civic virtues of citizen journalism and considers it to be stunted and proprietorial.

With today's technology the citizen journalist movement has found new life as the average person can capture news and distribute it globally. India has a broad media landscape expanding at "double-digit growth rates" in comparison to the West. Issues surrounding human rights violations, violence against women and everyday witness accounts. Most notably, images shared on Twitter during the 2008 Mumbai attacks is an example of citizen journalism in India.

Effects on Traditional Journalism

Journalism has been affected significantly due to citizen journalism. This is because citizen journalism allows people to post as much content as they want, whenever they want. In order to stay competitive, traditional news sources are forcing their journalist to compete. This means that journalist now have to write, edit and add pictures into their content and they must do so at a rapid pace, as it is perceived by news companies that it's essential for journalist to produce content at the same rate that citizens can post content on the internet. This is hard though, as many news companies are facing budget cuts and cannot afford to pay journalists the proper amount for the work they do.

3.4   USER-GENERATED CONTENT (UGC)

UGC is also known as user-created content (UCC), is any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media and wikis. It is a product consumers create to disseminate information about online products or the firms that market them.

User-generated content is used for a wide range of applications, including problem processing, news, entertainment, advertising, gossip, research and many more. UGC, usually comes in the form of images, videos, social media posts, reviews, or testimonials.

When Coca Cola brought out their personalized coke bottles, the world went crazy for them. Dubbed the "Share a Coke" campaign, this personalization craze took off all over the world with bottles named after people in different destinations.

To keep momentum going, customers were asked to share pictures of themselves enjoying a drink with their personalized coke bottle on social media. The result? Coca Cola's customers stepped into the role of advertiser.

User-Generated Content is defined as any type of content that has been created and put out there by contributors or, using a better term, fans. It can refer to pictures, videos, testimonials, tweets, blog posts, and everything in between and is the act of users promoting a brand rather than the brand itself.

Social media users can provide key eyewitness content and information that may otherwise have been inaccessible. By 2020 businesses are increasingly leveraging UGC to promote their products, as it is seen as a cost effective and authentic way to grow a brand's image and sales. Due to new media and technology affordances, such as low cost and low barriers to entry, the Internet is an easy platform to create and dispense user-generated content, allowing the dissemination of information at a rapid pace in the wake of an event.

Blogs

Blogs are websites created by individuals, groups, and associations. They mostly consist of journal-style text and enable interaction between a blogger and reader in the form of online comments. Self-hosted blogs can be created by professional entities such as entrepreneurs and small businesses.

Websites

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

All publicly accessible websites collectively constitute the World Wide Web. There are also private websites that can only be accessed on a private network, such as a company's internal website for its employees.

Websites are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking. Hyper-linking between web pages guides the navigation of the site, which often starts with a home page.

Users can access websites on a range of devices, including desktops, laptops, tablets, and smartphones. The software application used on these devices is called a web browser.

Video Games

Video games can have fan-made content in the form of mods, fan patches, fan translations or server emulators. Some games come with level editor programs to aid in their creation. A few massively multiplayer online games including Star Trek Online, Dota 2, and Ever Quest 2 have UGC systems integrated into the game itself. A metaverse can be a user-generated world, such as Second Life.

Advertising

A popular use of UGC involves collaboration between a brand and a user. Some brands are also using UGC images to boost the performance of their paid social ads. For example, Toyota leveraged UGC for their "Feeling the Streets" Facebook ad campaign and were able to increase their total ad engagement by 440%.

Retailers

Some bargain hunting websites feature user-generated content, such as eBay, Deals plus, and Fat Wallet which allow users to post, discuss, and control which bargains get promoted within the community. Because of the dependency of social interaction, these sites fall into the category of social commerce.

Educational

Wikipedia, a free encyclopaedia, is one of the largest user-generated content databases in the world. Platforms such as YouTube have frequently been used as an instructional aide. Organizations such as the Khan Academy and the Green brothers have used the platform to upload series of videos on topics such as math, science, and history to help aid viewers master or better understand the basics. Educational podcasts have also helped in teaching through an audio platform. Personal websites and messaging systems like Yahoo Messenger have also been used to transmit user-generated educational content. There have also been web forums where users give advice to each other.

Students can also manipulate digital images or video clips to their advantage and tag them with easy to find keywords then share them to friends and family worldwide. The category of "student performance content" has risen in the form of discussion boards and chat logs. Students could write reflective journals and diaries that may help others. The websites Spark Notes etc. are used to summarize and analyze books so that they are more accessible to the reader.

Photo Sharing

Photo sharing websites are another popular form of UGC. Flickr is a site in which users are able to upload personal photos they have taken and label them. Flickr not only hosts images but makes them publicly available for reuse with modification. Instagram is a social media platform that allows users to edit, upload and include location information with photos they post.

Video Sharing

Video sharing websites are another popular form of UGC. YouTube allows users to create and upload videos.

Effect on Journalism

Since the mid-2000s, journalists and publishers have had to consider the effects that user-generated content has had on how news gets published, read, and shared. A 2016 study on publisher business models suggests that readers of online news sources value articles written both by professional journalists, as well as users - provided that those users are experts in a field relevant to the content that they create. In response to this, it is suggested that online news sites must consider themselves not only a source for articles and other types of journalism, but also a platform for engagement and feedback from their communities. The ongoing engagement with a news site that is possible due to the interactive nature of user-generated content is considered a source of sustainable revenue for publishers of online journalism going forward.

Journalists are increasingly sourcing UGC from platforms, such as Facebook and TikTok, as news shifts to a digital space. This form of crowdsourcing can include using user content to support claims, using social media platforms to contact witnesses and obtain relevant images and videos for articles.

3.5 SOCIAL MEDIA AND JOURNALISM

The emergence of new media technologies in recent years has changed the face of journalism practice. "Each new development in the world of journalism seems to change the way the consumers receive their information and each new development in journalism lead to a decline in one form of media consumption and a spike in consumption of another form". "Journalism is experiencing considerable changes linked to social, cultural, economic, and technological transformations". Social media is an extension of Right to Freedom of expression in a virtual world. Social media has brought new characteristics like interactive dialog and social interaction which can be used by the Journalists for real conversations with their audience. "In the 2017 Global Social Journalism Study, 75 percent of journalists describe social media as completely or to a large extent necessary to promote and distribute content ". News organizations have also started adopting social networks for sharing news and information with the decline of circulation of print copies of newspapers.

Social Media

Social media has been defined from various perspectives. A range of interpretations can be found in the area. Some of the prominent ones have been mentioned below:

Technopedia in nutshell refers social media to be an umbrella term for various internet based applications which lends end users the ability to create contents and mutual interaction.

University College London views social media as a technology that affords 'social scalability'. It argues that traditional media was divided into two parts: (a) public broadcasting for large group and (b) private communications for small groups which has been bridged by the social media. The social media bridge over the public and private media has created media sociality lending an element of scalability for information dissemination among the largest and smallest group.

Social Media Platforms

Social networking platforms are informal means of communication to discover people with similar interests and connect virtually. They can be in the form of social websites or applications. According to Boyd and Ellison social network sites can be considered as web-based services where individuals can (1) create a public or semi-public profile (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system but the nature and nomenclature of these connections may vary from site to site

Examples: Facebook, Twitter, and LinkedIn.

The field of journalism has undergone tremendous changes with the changing times. Notable change has occurred from the evolution of internet. The increasing crazy for social media platforms among users has brought major changes in the field of journalism. Every day millions of social media users are not only using the content but also generating it, they are becoming producers and also consumers. Whereas journalists look at news with a different perceptive, they consider the interest of the target groups, apply gatekeeping process and work according to editorial policies of the paper. Whereas in social media anybody can produce any kind of content and use the relevant SNS or platforms and send across. So the very basic

difference between social media and journalism is, in journalism we have some filtering process, where news is filtered cross-checked by professional media journalists and editorial departments, whereas in the social media, every individual gives priority to their own interest and choices or follow the trend. Social media users consuming the content but believe less unlike mainstream media which brings in sources and accurate information to retain credibility among its readers. Finally, we can draw a conclusion with this that, social media and mainstream media have their own places in the society, and at time each are interdependent. So in this current generation, these two things are going, hand in hand and also working against each other based on the stories. Its unavoidable for Social media to ignore mainstream media, for content and videos and mainstream media platforms are dependent on the social media for content creation. But there is a very thin line between them can never be erased.

3.5.1   YouTube

The world of YouTube provides its audience content in all and every form. One category that attracts a major chunk of eyeballs on the platform on a daily basis is News content. All the top News Broadcasters in India have now taken the plunge into digitizing their news broadcasts simultaneously on YouTube, in order to keep their digital audience abreast with all that is happening in the country and the world across various topics.

Aaj Tak

Over the years, Aaj Tak has been regarded as one of the best Hindi News Channels in the country for both TV broadcasting and digital foray. The channel covers latest news content in all forms – politics, entertainment, Bollywood, business, and sports. In the year 2018, Aaj Tak was able to add 7.35 million subscribers more to its steadily growing audience base from last year. The content on their homepage is curated around various news segments along with a Livestream of the T.V. broadcast for the digital viewers to loop in.

India TV

India TV has gained considerable credibility within a short span of time. It continues to be a benchmark of innovation, impact and viewer support. India TV's YouTube presence follows it's already established "courageous and different" perception in the News market. The channel has gained more than 5.02 million subscribers in 2018, making it stand on the second spot of the Top 10 News YouTube Channels of India. The channel showcases a variety of news content regarding politics, sports, entertainment, and even some current affairs inspired animated content. The constant Livestream of the T.V broadcast also adds great value.

ABP News

Debuted as STAR News in 2004, a rebranding campaign led to it becoming ABP News in 2012. It is one of the most popular Hindi News Channel that is known to have a balanced and fair approach of reporting news content. In 2018, ABP News gained more than 4.95 million subscribers making it stand on the third spot in the list of Top 10 News YouTube Channels of India. Rather than having the generic broad news content bifurcations on their channel homepage, ABP News takes the approach to highlight specific trending content organized into playlists. Livestream content from daily T.V broadcasts is also part of their YouTube content strategy.

ZEE News

Zee Media Corporation Ltd (ZMCL) is India's largest News Network that reaches out to the Indian masses through their national and regional News Channels. The YouTube Channel of Zee showcases snippets of all types of news content from their T.V. Broadcasts. In the year 2018, the channel gained more than 2.67 million subscribers and stands on the eight spots in the list of Top 10 News YouTube Channels of India.

News18 India

News18 India is one of the leading YouTube News Channels in the country which delivers Indian as well as International News round the clock in Hindi. Their content not only revolves around breaking news and news headlines but also exclusive interviews, series, mythological stories, and factual stories. The News18 India Channel gained more than 1.84 million subscribers in 2018 making it stand on the last spot of the in the list of Top 10 News YouTube Channels of India.

3.5.2 Facebook

Studies abound showing the rapid adoption of social media among journalists, so it is safe to say that the majority of today's news journalists use social networking sites, such as Facebook and Twitter, for professional purposes. Journalists' motivations for doing so vary, but a primary one is that it has become a tool for newsgathering. Still, the use of social media as a news source should not be exaggerated, as social media compete with a wide arsenal of information channels at a journalist's disposal. A study on social media citations in two Belgian newspapers found they carry, on average, only one or two articles per day in which Facebook is referred to as a source. If newspaper journalists use social media as a source, they seem to do so to cite both unknown and well-known sources not available or easily accessible other than social media, a finding in line with previous studies on the use of Twitter as a news source. As far as routine news coverage is concerned, Facebook appears to be, at first glance, not much more than just another easy-to-use tool for journalists to find stories that fill the news hole with limited resources and under increasing time pressures. However, the picture changes, to a certain extent, in the case of breaking news and media events. Although, the majority of studies on the use of social media by journalists for breaking news coverage concentrate on Twitter, journalists also turn to Facebook when big news stories break. A study on the Arab Spring coverage in Belgian mainstream news media found one out of ten news articles or TV items explicitly mentioned social media as a source, with Facebook as the most frequently cited social media site, followed by Twitter and YouTube.

Generally speaking, we can conclude from these studies that the impact of Facebook on journalists' news selection routines is still rather limited. However, what may be overlooked here, is that journalists use Facebook not only as a direct source for their news stories, but also as a tool for monitoring the 24/7 news stream.

Facebook and News Presentation

The legacy news media tend to view Facebook as a platform to present and promote their content by engaging users in a process of 'audience distribution'" News organizations are increasingly using techniques of 'social media optimization' (SMO) to maximize the 'virality' of their news stories, even to a point where it threatens professional standards of accuracy. It is worth noting in this respect that the term 'click bait' has entered the vocabulary of digital journalism. The web analytics seem to give rise to a 'new' gatekeeping practice online, which they call "de-selection", a process that takes place when online journalists decide, on the basis of audience metrics instead of relevance, to take stories out of the homepage of their website to replace them by a new story. This becomes even more problematic on social media platforms such as Facebook, where this process of de-selection is automated and directly based on opaque computer algorithms. Rather than considering such processes of de-selection and social media optimization as a mere reflection of news media's attempts to better serve the news interests and preferences of their users, some authors stress that these practices increase the commercial pressures on journalists, thus undermining their editorial independence and, eventually, the democratic role and responsibility of the press as a fourth estate. It is indeed clear that, from a critical political economy point of view, the blurring "news-business boundary" in

journalism, and more specifically the intensification of the commercial pressures on journalism due to social media, should not be considered as just a side-effect of the increased user control over the news process. Journalism scholars raise concerns over the news media's tendency to confuse relevance with popularity when evaluating newsworthiness.

Facebook and News Distribution

As we have tried to argue above, Facebook is more than just another newsgathering tool for journalists or an extra platform for news dissemination. Rather, the impact of Facebook lies in its potential to reshape the flow of news. The cultural and commercial interactions between social and legacy media, as well as between the 'producers/suppliers' and 'users/recipients' of news, are shifting the power relations in the news distribution process.

According to some researchers' users are becoming "secondary gatekeepers" of the content published on news websites, as they increasingly become involved in the recommendation and "selective re-dissemination of that content". The result, is "a two-step gatekeeping process, in which initial editorial decisions to make an item part of the news product are followed by user decisions to upgrade or downgrade the visibility of that item for a secondary audience". This vision is in line with the often repeated notion that social media users would increasingly rely on their (opinion leading) 'friends' to tell them what news is worth paying attention to, but it falls short of recognizing that news feeds on social networking sites are not 'edited' by other users, but, in fact, mediated by computational intervention.

3.6   CROWDSOURCING

Crowdsourcing is the practice of engaging a 'crowd' or group for a common goal often innovation, problem solving, or efficiency.

It is powered by new technologies, social media and web 2.0. Crowdsourcing can take place on many different levels and across various industries. Thanks to our growing connectivity, it is now easier than ever for individuals to collectively contribute — whether with ideas, time, expertise, or funds — to a project or cause. This collective mobilization is crowdsourcing.

It is a process of tapping into individuals or groups of people, paid or unpaid who are linked together with a common interest to bring forward powerful increased results through their aggregated actions or activities.

The Internet and social media have brought organizations closer to their stakeholders, laying the groundwork for new ways of collaborating and creating value together like never before.

The future is human-centric, all about participation and the ability to co-create via an increasingly connected world. This new way of doing things – crowdsourcing, crowdfunding, co-creation, collaboration, and open innovation – is challenging business models and workings of organizations across the board, offering an immense opportunity to re-think and re-invent conventional processes.

What is the need of crowdsourcing?

Crowdsourcing touches across all social and business interactions. It is changing the way we work, hire, research, make, and market. Governments are applying crowdsourcing to empower citizens and give a greater voice to the people. In science and health care, crowdsourcing can democratize problem-solving and accelerate innovation. With education, it has the potential to revolutionize the system, just as crowdfunding is currently challenging traditional banking and investing processes. It's a 21st-century mindset and approach that can be applied in many areas and many ways to:

1. Accelerate Innovation
2. Share Ideas
3. Reinvent Business Models
4. Engage Consumers or Citizens
5. Reinvent Work Models
6. Save Cost
7. Increase Efficiency
8. Reinvent Financial Models

3.6.1 Issues of Veracity and Credibility

This discussion can be approached in two ways—how accurate and believable the information collected through crowdsourcing and ranking of ideas for decision-making. It is imperative to cross check the data for its reliability before it can be released on the platform to the users. There are three ways of ensuring trust in a platform: by Group Membership, by Crowdsourcing and by Machine Learning.

A reliability score can be associated with a particular user or a member of the group and that score can be increased based on the contributions made by the user. A user can link himself with a particular group based on their field of work or their place of residence. The user can then request high reliability level through the group. He can also be a part of several groups without sacrificing his reliability level. Information provided by a highly reliable user should be given preference. The another most common way of conducting reliability checks could be through crowdsourcing by engaging citizens for flagging the information as true or not. This can be done in two ways, by a thumbs up/down option or by using a rating scale. Despite the popular use of the above methods for information validation, these methods do not produce valid outputs. They mention that granularity of scale positively influences its rating accuracy as well as users' satisfaction with their ratings. It is true because one cannot express his true opinion as a strict yes or no. The two-way rating scale can produce biased results as it compels one to take a side and thus, more neutral opinions are completely wiped out. The last recommendation involves the use of machine learning in validating information. The information about weather, natural disaster, traffic, pollution and so forth, can be validated easily and instantly using GPS sensors and other measuring devices. The use of a multi-attribute scale in which users could rate the ideas based on attributes like originality, usability, feasibility, cost and so forth. Inclusion of experts for the final decision is also desired to ensure reliability. Other two approaches for validating information. In the Majority Decision (MG) Approach, if the same information is uploaded by a vast majority then it is deemed as true. In the Control Group (CG) Approach, the information is sent to another set of people for validation. A more reliable but time taking way would be to send filtered opinion of the crowd to the experts for a final review before release. Validation of data is a time consuming process and hence, there may be a substantial delay in receiving and outsourcing information. The process of validation through crowdsourcing may hurt ego of many users. They may feel that their contribution needs an approval of fellow workers before being released and hence, may be demotivated to work for the platform.

3.7 SOCIAL MEDIA USE BY THE CENTRAL AND STATE GOVERNMENTS

Social media can well be termed as a tool of divulgence and convergence of information. But such tool is more or less used by individuals and few organizations. The uses of such platform by the governmental agency to connect to the masses and create synergies between

them have been minimal. However, agencies have started opting for policies to effectively use these platforms to create scope of engagement with public and to engage all the stakeholders to make policies citizen centric. In India, practice of using social media platforms by the governmental agencies have gained pace. In Indian context, Ministry of External Affairs excelled in using these platforms when its Public Diplomacy (PD) division launched its Twitter account on July 10, 2010. The launch of such account heralded a new history of government-stakeholder communications in India. At present, social media sites have accounts of traffic controls, police departments, municipal corporations and health institutions etc. Keeping in view the need of a guideline to encourage government institutions to use these platforms as a channel of communication, Department of Information Technology, Ministry of Communications and Information Technology, Government of India came up with a 'Framework and Guidelines for Use of Social Media for Governmental Organisations' in September, 2011. The question which becomes imperative to address in regard to such guideline is whether creation of a guideline by itself is sufficient enough to celebrate or there exist some concerns to be noted in this regard.

The framework lays down that social media is more interactive, enables one to one conversation and demands immediacy in responses than the traditional media. Also, on such platforms the perception of official and personal roles and boundaries is often blurred. Therefore, while using social media especially for official purposes, the following values may be kept in mind to smoothen the interaction:

1. **Identity**: It requires that one should always identify clearly who he is, what is his role in the department and publish in the first person. Disclaimer may be used when appropriate.

2. **Authority**: It suggests not commenting and responding unless authorized to do so especially in the matters that are sub judice, draft legislations or relating to other individuals.

3. **Relevance:** It advices to comment on issues relevant to one's area and make relevant and pertinent comments. This will make conversation productive and help take it to its logical conclusion.

4. **Professionalism**: It asks to be polite, be discrete and be respectful to all and do not make personal comments for or against any individuals or agencies. Also, professional discussions should not be politicized.

5. **Openness:** It suggests being open to comments – whether positive or negative. It is not necessary to respond to each and every comment

6. **Compliance:** It requires complying with relevant rules and regulations and suggests not infringing upon IPR, copyright of others.

7. **Privacy:** It advices not to reveal personal information about other individuals as well as not to publish one's own private and personal details unless the person wishes for them to be made public to be used by others.

It has been noted that as the influence of traditional media sources like television networks and newspapers will decline, social media will become a critical part of government public relations and outreach. In an environment of rapidly changing global issues, an increasingly fragmented media sector, and people more and more defined by unique combinations of niche interests, the government sorely will need enhanced public relations that will involve bi-directional multimedia engagement with specific niches of public interest. Since every citizen has the potential to be a collector, an analyst, a reporter, and a publisher and so does every government employee, therefore engaging, trusted personalities employed as brand ambassadors over social media will complement — not replace — traditional public affairs and government outreach.

3.7.1 Guidelines for Government Organisations in India

IT department recently observed that 'keeping in mind the growing demand, the department will soon finalise the guidelines for all State and Central government departments wanting to use social medium to reach and get feedback from public. 'Social media is supposed to have a good reach and people are used to it. So the government created draft frame work for using the social media by various departments will be published soon.

The released draft framework comprises of the following seven elements:

1. Objective: Why an agency needs to use social media

2. Platform: Which platforms to use for interaction

3. Governance: What are rules of engagement

4. Communication Strategy: How to interact

5. Pilot: How to create and sustain a community

6. Engagement Analysis: Who is talking about what, where and what are the main points of conversations

7. Institutionalisation: How to embed social media in organisation structure

(i) Objective:

The draft framework mentions that the purpose behind use of social media is not only to disseminate information but also to undertake public engagement for a meaningful public participation for formulation of public policy. It lays down that social media can be used for:

a) Seeking feedback from citizens

b) Re pronouncement of Public Policy

c) Issue based as well as Generic interaction

d) Brand Building or Public Relations

e) Generating Awareness and education on National Action Plans and implementation Strategies

(ii) Choosing Platform

The guideline directs that once the objectives have been defined the next step of identifying platforms in which engagement shall be undertaken should be done. It mentions that the government departments and agencies can engage social media in any of the following manner:

a) By making use of any of the existing external platforms, or

b) By creating their own communication platforms

c) The choice of the platform – whether owned or externally leveraged should be made based on the following factors:

d) Duration of engagement   whether the engagement sought is to be an ongoing activity or created for a specific time bound purpose

e) Type of Consultation – whether the consultation is open to public or confined to a particular group of stakeholders e.g. experts

f) Scope of Engagement – whether the consultation requires daily, weekly, bi weekly or even hourly interaction

g) Existing Laws – whether existing laws permit use of such platforms and the requirement under such laws regarding data protection, security, privacy, archiving etc.

(iii) Governance Structure

Owing to the viral characteristic and demand for gratification over social media the official page of departments must reflect the official position and shall also incorporate some measures of control. The guideline suggests for a governance structure comprising of account governance, response and responsiveness, resource governance, content governance and data and security information governance.

(iv) Communication Strategies

Following communication strategies have been mentioned in the draft:

a) Social media can only be used by the Government to communicate existing Government information and propagate official policy to the public.

b) While the social media tools allow everyone to become a creator, for the official account, content will have to be specified and tailored to the site on which it is being published.

c) Great care must be taken to avoid propagation of unverified facts and frivolous misleading rumours which tend to circulate often through miscreants on social media platforms.

d) It must be reiterated here that social media should only be one of the components of the overall citizen engagement strategy and government departments must desist from using only social media to communicate with their stakeholders.

e) Initially, the departments may just aim to post information regularly. For example, if it is a Face Book Page, postings may be done at least a couple of times a week and on Twitter slightly more frequently.

f) Ideally, none of the sites should be left more than a week or two without new content.

(v) Creating Pilot

The draft framework lays down that since social media are relatively new forms of communication, it is always better to test efficiency and efficacy of such an initiative with a pilot project. Some of principles of creating such a pilot are mentioned as below:

1. **Focused Objective setting:** Initiate interaction for a limited objective or limited to one topic

2. **Begin Small:** It is always better to start small and it is advisable to begin with one or two platforms.

3. **Multiplicity of access:** The chosen platform should typically permit inputs from or linkages through multiple access devices. This will ensure wider participation.

4. **Content Management:** It is not enough just register presence on a variety of platforms. As we are all aware, government websites are perhaps the least visited websites. The reasons for this are manifold including but not limited to the relevance, updation and presentation of content.

5. **Community Creation:** On any social media platform, creation of a community is essential to generate buzz and sustain interaction.

(vi) Engagement Analysis

The framework emphasizes that social media monitoring must be an integral part of any social media strategy. Social media data is different from other data or information because organisations have no control over its creation or dissemination on the Web and in order to

understand and analyse the data a structure has to be imposed externally on it. It suggest to use Social Network Analysis software to be used in discovering conversations about project and organisations which can be used to proactively engage with stakeholders.

(vii) Institutionalise Social Media

The framework observes that the final step in ensuring that the pilot is scaled and integrated is to link to existing administrative and communication structure. It provides for an indicative list as follows:

1. Rules may be established that all policy announcements will be undertaken simultaneously on traditional as well as social media;

2. All important occasions as far as possible may be broadcasted using social media;

3. All documents seeking public opinion must be posted on social media sites;

4. All updates from the website would automatically be updated on social media sites and;

5. All traditional communications will publicise the social media presence.

It is a well known fact that the social media is evolving at 'mouse click' speed. The dynamism of the social media calls for all the governance guidelines to be regularly reviewed and updated. It is required that the agencies make sure that they define the frequency of updates and the process for those updates. Such updating will certainly ensure that the governance model does not become outdated. It is also required that the employees be given training and education on responding to queries.

It has been a general observance that once an agency marks its presence on social media, they are enthusiastic in exchanging tweets and comments. However, over a period of time these pages on social media transform into a static page. So, it is required that not only accounts are set up but also they are actively managed and administered. Another problem with such account relates to transitioning of such accounts to a new person where the old employee leaves the agency.

No doubt, it is good to receive traffic updates, crime alerts and policy information but governmental agencies should not forget that the purpose of being available on social media is not merely information dissemination. The purpose to be on social media is to interact and to implement those suggestions which come out of community interaction. Such interaction will certainly ensure transparency among government institutions and will sub serve the masses. In the near future social media has much to contribute to the key goals of better, simpler, joined-up and networked government.

3.8 SUMMARY

This unit begins with focus on the role of the journalist in digital era. Where it explains how the role of the journalist is changing from time to time, from newspaper to radio and TV and now internet. We all know the role of journalist was very powerful during India's independence struggle this continued after independence also. But after the invention of Electronic media like Radio and Television the role of journalist has become even more powerful and challenging. The invention of the internet in the 90s had brought tremendous change in the journalism field, as of now, as many as 80% of Indians consume news on the internet primarily through social media and instant messaging services, like Facebook, Twitter, Instagram, LinkedIn and YouTube has allowed news organisations to offer regular updates to consumers on current events, bypassing barriers of time and accessibility.

Tasks from the job adds include: Reporting and writing stories; Producing photos and videos; Engaging the audience via social media (Facebook, Twitter, Instagram, Reddit) and,

Providing analytics on social media engagement. Clearly, the future of journalism lies in digital media. Journalists will do well to develop the following digital skills to help future-proof their careers. This unit also discusses about the people who are behind the online news production and producer comes first in this category. Producer in online Journalism means the journalist and editor these are the people who produce news for online platforms. The online newsroom is undergoing a number of changes including the introduction of IT, new word processing and editing tools and other types of and software applications like Photoshop etc., which are enabling online journalists to produce quality content.

Then main idea of citizen journalism was also discussed where it is explained that ordinary people, not professional journalists, can be the main creators and distributors or news. These are usually very diverse and are places where people usually post things such as pictures and videos and some can be targeted to a specific geographic area. Citizen journalism which is also in other words referred as UGC is also known as user-created content (UCC), is any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media and wikis. It is a product consumers create to disseminate information about online products or the firms that market them. social media and mainstream media have their own places in the society, and at time each are interdependent. So in this current generation, these two things are going, hand in hand and also working against to each other based on the stories. It's unavoidable for Social media to ignore mainstream media, for content and videos and mainstream media platforms are dependent on the social media for content creation. But the very thin line between them can never be erased. Crowdsourcing is the practice of engaging a 'crowd' or group for a common goal often innovation, problem solving, or efficiency. Crowdsourcing can take place on many different levels and across various industries. Thanks to our growing connectivity, it is now easier than ever for individuals to collectively contribute - whether with ideas, time, expertise, or funds - to a project or cause. This collective mobilization is crowdsourcing.

It has been a general observance that once an agency marks its presence on social media, they are enthusiastic in exchanging tweets and comments. However, over a period of time these pages on social media transform into a static page. So, it is required that not only accounts are set up but also they are actively managed and administered.

3.9 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. Explain the role of journalist in digital era?

2. How are central and state governments are using social media for effective governance?

II. Answer the following questions in about 20 lines each:

1. Who is a citizen journalist?

2. What is Crowd sourcing?

3. How can social media and journalism can go hand in hand?

3.10 GLOSSARY

- **SEO:** Search Engine Optimization.

- **News Gathering:** the activity of researching news items for broadcast or publication**.**

- **UGC:** User-Generated Content

- **Accuracy:** The quality or state of being correct or precise.

- **Blogs:** Blogs are websites created by individuals, groups, and associations

- **Crowdsourcing:** is the practice of engaging a 'crowd' or group for a common goal often innovation, problem solving, or efficiency

3.11 SUGGESTED READINGS

1. Deitel, P. J. and Deitel H.M (2008), Internet and World Wide Web: How to Program,

2. Vir Bala Aggarwal, Essentials of Practical Journalism

3. Paul Bradshaw, ýLiisaRohumaa, The Online Journalism Handbook: Skills to survive and thrive in the digital age.

4. Steve Hill, Paul Lashmar, Online Journalism: The Essential Guide.

5. https://en.wikipedia.org/wiki/Social_networking_service

6. https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_channels

UNIT - 4:   ROLE OF ONLINE READERS

Contents

4.0   OBJECTIVES

After studying this unit, you should be able to

- elucidate online and traditional readers

- explain role of web based newspapers

- elaborate content writing techniques

- expound the analysis of online audience

- explore role of newsgroups

4.1   INTRODUCTION

In this unit you will be studying the role of online readers and traditional media readers. Web based newspapers are emerging as main source of news and entertainment with the fast pace digital world.

Attracting the digital audience with creative content is a big challenge for content creators. Multimedia and interactive storytelling has become mandatory. Analysing online audience mind-set and creating content to attract them will lead to the success of the web journalists. So, acquiring these skills has become must now. Unlike traditional media, online media readers are vast and tech savvy which makes the job of content creators more challenging. This unit explains how to keep online readers engaged,entertained and what are the techniques required to build upon.

4.2   ROLE OF ONLINE READERSVSTRADITIONAL MEDIA READERS

Each time a new media technology surfaces, there is a competition between the new and old forms for capturing the audience's attention. Ultimately, the new media is accepted and the old media re-invents to new situation. For example, the representation of a classic literary work in the form of a motion picture may not go down well with ardent literature lovers. Similarly, the good old radio faded into oblivion in 1980s due to popularisation of television but resurfaced back in the 1990s as FM radio and web radio in 2000. Thus, it has been witnessed that traditional media technologies have taken many years to go through stages of development, introduction, adoption, and wide acceptance.

Similarly, the new media technologies like the internet, web and the social media were initially met with aversion by the traditional media. With its high speed, interactivity and reliability, it emerged as a popular interpersonal and mass communication tool. Today, we see the convergence of multiple platforms into a single entity. The newspapers, magazines, television channels have all realised the worth of an online edition. Initially, the power of the social media was side-lined. However, today all popular media outlets have their Twitter, Blog and Facebook accounts and social media is seen as an incredible source of information.

4.2.1   Advantage of Reading Breaking News Online Over Traditional Newspapers:

- **Online news is just ubiquitous and simple to gain access to:** You can access **online news update** on your cell phones, laptops, PCs, and tablets anytime and anywhere. You can get hot breaking news in the night and in the chilly morning hours; you can get access to it in the wilderness, on the mountains, and in the towns. It is free and will not cost a dime to read: When you have to pay to read newspapers and breaking online news is free of charge and doesn't cost you a dime.

- **It really is updated every minute in real-time:news is** updated each and every minute. This implies you can't miss news on current updates. You do not need to wait a day to get the recent release of newspapers to get you before you know what is going on.

- **A single syndicated resource:** Accessing on the web news gives you the chance to access numerous papers from a single and common source, and this is usually where online news update perfect. You have the chance of reading breaking news every single minute in real- time from worldwide sources. So reading news online these days is something you will not want to miss. This is the only place you can get all the information you need in a syndicated source for your convenience.

- **Cross-reference news items from related resource links:** This means that you could get more informed in terms of news simply by looking into related links to obtain additional information, which serves to verify the dependability of any kind of breaking news item.

4.3   WEB-BASED NEWSPAPERS

Internet Newspaper Edition is just an electronic form of the hard-copy of the Newspaper. In terms of the present nature of information sharing on internet, this form is regarded as delayed and static news service. The readership of the newspaper should mainly focus on their authenticity, linguistic and editorial strength and ability which enhances the loyal subscriber base over the time.

The launching of the Internet Edition increases the readership of the Newspaper to many folds as people living outstation and those interested in regional news have got an easy access to the Newspaper as people are now not bounded by any geographical boundary.

The internet Editions provides a clickable interface of the hard copy of the newspaper. They provide an easily accessible archive of back issues of the newspaper. The navigation ability of the newspaper is not that great as a new person who is not familiar with the layout of the newspaper will find it hard to find information or browse through the topics. This has resulted as the entire image of the newspaper had to be loaded in the internet browser.

E-newspaper is the most dynamic, fastest and the most trusted form of News sharing through the world. This is the future of the newspaper as printed form of newspaper vanishes and more and more people look for internet. E-newspaper is gaining access to all other forms of news sources due to its dynamic nature, authenticity as well as the timely delivery of news. The ability to use audio – visual mode of communication has resulted in the increased usage of this media.

The most important factor of a website is the coverage. A website can convey information regardless of any geographical boundaries. More and more individuals and business entrepreneurs are looking to the Web for information, products and services. From the most remote location one can reach people anywhere, announce upcoming events, post images and get feedback at any time of the day and from all over the world.

A web site is an ideal place to communicate with friends, family members, customers, suppliers, prospects, sales people and the general public and for conveying information about a person or business thoughts and beliefs, products or services, business details, etc.

The old times have gone when people used to wait days to get the papers or watch TV or read the news. The introduction of Internet has led to the introduction of the **latest breaking news websites** that offer a variety of information to the users with no issue. Additionally, there are numerous benefits of the online readers over offline readers:

Click of a Button:

Rather than going to a local store every day and purchasing newspapers, you are able to access the **world news articles** at the click of a mouse by signing to the internet site. What is more is that this content is developed in an organized manner to ensure that the people usually do not have a problem in searching for the required information.

Covers all Categories:

One of the advantages of the web news site is that all different news categories can be found on the same website. You need to select entertainment, sport, and **environmental articles** to get the necessarydetails. Traditional newspaper offers news on a set time basis, however, the online website gives regular updates without any delays to the users.

Mobile Suitability:

People can sign up for the newsletters and get the notifications directly on the gadgets they use. News about the stock market is particularly useful for the traders because they can get details about the rise and the fall of the shares as on the move. A normal flow of news can help people in taking correct decisions regarding their particular investments.

Saving Cash:

Every time you are purchasing the newspaper, it affects the regular costs. The website does not have the added costs of printing; therefore, it really is simpler to access the news when and wherever required.

Boon for the Marketers:

Advertisers may use the **latest breaking news** pages to publish the offers and the advertisements to appeal to a big number of users. With appealing videos and images, they can easily promote products and services in a very effective way.

A newspaper online is basically a type of created publication which contains news, information and also marketing content. It offers details about anything that is happening all around us.

And it is a fact that newspapers online is essential for all of us. The news helps us in understanding what's the current situation in politics, economics, sports, and so forth. It can help us in knowing the existing trends in business. There are reviews from different experts that help us to make judgments as well as decisions. Online news **political articles** and all kinds of news are also an essential media to promote and advertise. So it assists us in understanding the recent happenings in our town and all around the world. Reading news online will be better your knowledge generally and it'll be easy that you should relate to others who often take about the current occasions and national politics. Of course, there are televisions and radios that likewise provide recent news however it usually does not offer detailed latest breaking news online sites do.

The Advantages of Reading News from On the Web Sources

Many folks around the world are now getting **city breaking news** from online resources and provide the convenience with which one access the internet on cell phones or even sign up to news notifications, it isn't so surprising that lots of people are taking to the web to get breaking news online. It really is true that individuals can use their mobile phones and internet-connected notebooks to gain access to online news and conduct study or do freelance careers, even more, individuals are getting swept up in the breaking news phenomenon as well as accessing the internet for regional and international news a lot more than ever.

Many people who love news are abandoning the original newspapers and since they can now get access updated news on the web, and this trend isn't favouring local newspapers at all. Actually, to deal with the immigration of individuals to read news and important information online, local newspapers organizations are also getting their items online to meet the people in the atmosphere. Many newspapers organizations are finding on the web sources to meet up the requirements of their readers, plus they are nonetheless creating mobile applications that could allow hot news to reach their particular visitors anytime anywhere.

4.4   CONTENT PLANNING FOR ONLINE USERS

In today's fast paced generation new media is the king. Google has answers to all our questions, Facebook connects us to the world, Zoom enables virtual meetings and the list is endless, hence online platforms are truly a boon!

All of us are used to getting prompt news and info at a click of a button. However, the down side to this is that new media has the potential to rapidly exhaust the individual's attention resources. According to a study, on average, online users tend to spend only 2 seconds on any piece of content on any online platform. Hence, it's become even more challenging for advertisers, marketers and influencers to retain the audience attention. That's the reason why online content has to be catchy and relatable in order to make an impact. This has also given rise to many new, millennial professions such as content writing, influencer and content marketing.

Thus, the first step to getting a leg up on the competition and actively engage your audience, is to have a solid, smart content planning in place.

- Studying the demographics and the target audience is very important. The content in a way should be able to cater to the needs and desire of the online users.

- Using a variety of content types and channels will help deliver different content to each type of audience you have in mind and engage everyone.

- Content creators must be aware of the recent trends and capitalize on them in order to produce relatable and memorable content.

- Originality and out of the box thinking is extremely crucial to come up with impactful content.

These are few important points that will help us make an attractive plan:

Hence, the Content Planning Strategy can be encapsulated as:

1. **Define your goal:** What's your aim for developing a content marketing plan? Why do you want to produce content and create a content marketing plan? Know your goals before you begin planning, and you'll have an easier time determining what's best for your strategy.

2. **Conduct persona research**: To develop a successful plan, you need to clearly define your content's target audience also known as yourreaders'persona. Revisiting your audience parameters by conducting market research each year is crucial to growing your audience.

3. **Run a content audit:** Figure out what you can do differently in the upcoming year and set new goals to reach. Most people start out with blog posts, but if you want to venture out and try producing other content pieces, consider which ones you want to make.

4. **Choose a content management system:** Have a system in place where you can create, manage, and track your content, otherwise known as a content management system (CMS). A few vital parts of content management include content creation, content publication, and content analytics.

5. **Brainstorm content ideas:** Thinking out of the box, using catchy taglines, millennial lingo is crucial, hence this is the last yet most important steps.

The only way to win at content marketing is for the reader to say, "This was written specifically for me". Content is anything that adds value to the reader's life. Your goal should be to own quality in your customer's inbox. These days, people want to learn before they buy, be educated instead of pitched. Hence, content planning can be described as a skilful art.

4.5 INTERACTIVE STORY TELLING FOR ONLINE

Interactive story telling for online platforms Communication is one of the most loosely defined terms in contemporary media and cultural studies. It encompasses a variety of actions, words and exchange of information. Interaction, interchange, transaction, dialogue sharing communion and commonness are ideas that crop up in any attempt to define the term communication. According to Denis Quail, "Communication is a process which increases commonality but also requires elements of commonality for it to occur at all". Commonality among individuals can be achieved through interaction, be it online or in direct.

Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values. Crucial elements of stories and storytelling include plot, characters and narrative point of view. The term "storytelling" can refer in a narrow sense specifically to oral storytelling and

also in a looser sense to techniques used in other media to unfold or disclose the narrative of a story. In response to the fear caused by COVID – 19 and the improvisation made in technology, many individuals are shifting to online platforms, which includes online platforms for storytelling.

Today, storytelling takes on the form of interactive media. Thanks to advancements in technology, we're not just exploring stories from history or science – we're also discovering each other's tales. From students, journalists, cooks, photographers, and even entrepreneurs: we've become the new breed of digital storytellers.

Advantages of Online interactive story – telling

1) **Stories are a way to build trust: -** Whether you are using your digital storytelling skills as a way to build trust in students, clients, or as a way to entertain someone, it provides you with an opportunity to build trust. Individuals see it as an entertaining experience instead of a boring educational /professional opportunity. Clients see a good story as a way to connect instead of having you push your products on them in a selfish way. Digital storytelling offers a chance to open a conversation with someone that can help you to communicate concerns, share insights, and eventually become a leader at what you do.

2) **It can be a way to improve your search engine rankings: -** Google has consistently placed value above any other attribute when deciding which websites should rank the highest for any given search. When you design your content around the principles of digital storytelling, then you will naturally create the relevant keywords in your text without worrying about issues of density or format. You're creating something that your visitors will want to read because it is engaging and interesting. That can eventually help you to build higher conversion rates into your site.

3) **Good stories always have legs: -** You know that a story was good when other people want to start sharing it with others. When we use digital storytelling to get a point across, then an act as simple as clicking the "share" button on social media can help to make that happen. When your tale has legs, then it becomes an ambassador for what you want to represent. It could be a brand, an educational concept, or a message that you think is important for other people to hear. You can then cross-promote this content across in events, webinars, newsletters, and every other outreach effort you have right now.

4) **Digital storytelling helps you to evoke an emotional response from the listener: -** When you can produce meaningful content that connects with the listener on a personal level, then your message will create an emotional response in that individual. Although we think logically, we learn emotionally in most situations. It is easier to remember something when we can relate to the subject matter in some way. If you are inspired by the message, then you will follow it. Digital storytelling gives you the opportunity to develop content that anyone in the world can access if they have a data connection.

5) **It gives you a chance to go viral: -** Digital storytelling seeks to provide people with materials that are entertaining, useful, or both. It is a way to pass along knowledge that others will want to experience. When there is great content that appeals to a group of people instead of one person, then more people will begin to talk about the stories that you tell.

6) **You become a reliable source of information: -** People at any age, including toddlers, want to learn from the people that they consider to be experts. That's why parents are always getting the "why" questions from their little ones. When you are a teacher, a salesperson, a coach, or in any other position of leadership, then being in a position of

expertise makes you the No. 1 resource that others will use when they need to learn something new.

7) **Digital storytelling attracts relevant listeners: -** Every business uses digital storytelling as a way to reach out to their customers and clients because it is a way to attract people that are interested in finalizing a transaction. A strong story requires a dedication of energy, effort, and time to create a final product that has value to the listener. Creating this information requires a lot of sweat equity, and then presenting it effectively takes even more. Even if you fail to create an emotional response, a digital story that creates an impressive effect will create the outcomes that you want to see.

8) **It allows you to involve other people: -** The best digital stories that are told today are the ones which include everyone. If you can incorporate your students, clients, or employees in the tale that is being created, then your response levels will generally be more positive. When you have a diversity of perspectives available to you, then there is a greater chance that your content will have relevance. It gives you an opportunity to explore different valid points of view while providing evidence of your expertise in a variety of ways.

9) **Digital storytelling helps you to reach the correct audience: -** When you create an engaging story to tell other people, then your message will reach the listener in some way. Even people who have an aversion to marketing messages will listen to your tale to determine if it holds value for them. Three out of four companies that use digital storytelling find that the quality and quantity of their leads rises when they use a strategy that involves telling a story. These are few of the advantages of interactive story telling on online platforms. Stories help to define who we are as individuals. Each of us has something unique to share with the world. Before the invention of online resources, we would share these tales with one another by printing books, illustrating pages, or having a conversation with someone. Digital storytelling at its core follows this same process with one exception: it is the practice of using computer-based tools to accomplish the same task.

4.6 ONLINE AUDIENCE ANALYSIS

Audience analysis is the research of demographics, language, location, preferences, interests, and other metrics within a group. It is then analysed to provide useful and actionable consumer insights for a brand in the form of buyer personas. Identifying and understanding your target audience is critical in digital marketing. In tailoring your content to your target audience, you are able to more effectively market online, whether this is through social media, email marketing, or digital advertisements. Your focus online audience is a demographic users or consumers that fit within an appropriate type that will most likely purchase or utilize your product. This is broken down into categories and sub-categories, depending on how in-depth you want to get.

- **Age**
- **Gender**
- **Race**
- **Social Status**
- **Marital Status**

Known And Unknown Audiences. Making the distinction between these can help you be more effective across the funnel and collect the right data to help you cut costs and improve targeting.

AUDIENCES - Known and Unknown
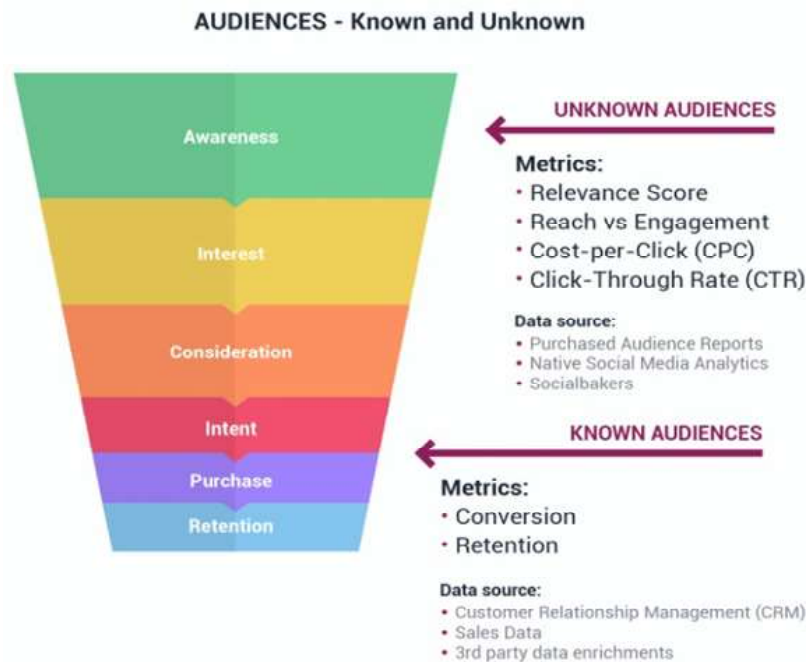
Known audiences are those you have had some kind of contact with audience already. They might have visited your site and used a free tool or signed up for a mailing list, giving you their email. They might have even made a purchase. Whichever way it happened, you have a unique trackable identification for that individual which you can then use for your remarketing efforts.

On the other hand, unknown audiences are those you don't have a lead or specific identifier for. Also in the category of unknown audience are people who match up with your current audiences, but who don't know about your product. You know they're out there, but they aren't easily targeted. In attracting new customers, it's up to you to target these unknown audiences effectively and successfully.

4.6.1 Why Audience Analysis?

Targeting

Knowing your audience can help you target the right group of people. Once you broadly know what you want to offer, an audience analysis tool will help you determine who could be interested in your products. That will allow you to refine your social listening strategy for that specific target audience.

Promote Your Product

It is well-known that advertising can be very expensive. For this reason, marketers can't afford to launch a campaign that might be unsuccessful. With audience analysis, you have access to the interests of your potential customers. You can then promote your product with content that resonates.

Reach Out to Your Customers

With the growth of social media over the past decade, communication has drastically changed. Sending emails and using telemarketing is no longer enough to reach consumers. Nowadays, you need to be active on social networks and mainstream media to have an impact and raise your brand awareness. One of the benefits of audience analysis is its ability to understand the media consumed by your target audience. By adapting to their preferences, you have a greater chance of engaging your target audience.

Attract New Customers

Audience analysis doesn't have to be about your own audience. You can decide to gather insights about your competitor's audience too. This will allow you to understand the difference between your customers and your competitor's customers. You will then be able to adjust your offering, create content, and advertise to your competitor's customers. In the end, this will help you develop and grow your business, and ultimately gain market share.

4.6.2 Benefits of Online Audience Analysis

Time Savings

Audience analysis tools are time-savers. Audience analysis tools eliminate these lengthy steps like developing a research plan, collecting data, analysing this data, and so on., giving you direct access to actionable insights. With audience analysis software, you can get all information about your potential and existing customers within minutes.

Cost Efficient

In addition to being time-consuming, traditional market research can become very expensive in no time. However, the benefit of audience analysis is to obtain precise information at a lower cost. Since the technology is fully-automated, there is no wait time or effort to collect data, therefore the costs are lower than traditional methods.

Complete Data

Audience analysis empowers you with quality data that you can't get from other sources. The traditional market research methods will only gather information when a person is asked for that specific information. The probability that the information will be biased or not entirely correct is very high. Additionally, people might not be willing to share as much as they do on social media sites. On the flip side, audience analysis empowers you with large amounts of quality data and real-time data. Take Facebook for example. Facebook collects various information about their 1.7 billion users around the world, and this data is leveraged through audience analysis.

Confident Decision Making with Audience Analysis

The benefits of audience analysis are numerous. Audience analysis provides you with crucial data that will power confident decision making for your business. It is one of the fastest and most accurate methods for conducting market research.

Three Free Tools to Help You Understand Your Online Audience

1. Google Analytics

More than 10 million websites use Google Analytics. If you have Google Analytics set up for your website, you can start gaining insights about your target market.

You'll want to focus on the Demographics and Interests sections of Google Analytics. Basically what you're trying to figure out is, of the people who actually buy stuff from you

2. Facebook Audience Manager

Because Facebook has more than a billion users logging in every day they have tons of information about what people buy, what they like, their demographics, and so much more.

If you have a Facebook business page, you have access to an Audience Insights tool. You can use to analyse either:

- **Everyone on Facebook:** You can think of this as a way to do a user survey to understand what a market looks like in general.

- **People who like your page:** Here you'll take a more targeted look at people who are interested in your business and service.

- **Any custom list of emails and/or phone numbers that you upload:** This will give you insights into the people who have bought from you, or converted in some other way (signing up for a newsletter, whitepaper, webinar, etc.).

3. Twitter Audience Insights

If you have a Twitter account, you can use Twitter's audience insights tool to figure out the different interests, demographics, occupation, lifestyle, consumer behaviour, political affiliation - there are literally hundreds of dimensions, too many to list out.

You can do this analysis on your Twitter followers, or on any Twitter ad campaign that you run. This is important because ads let you reach people who aren't already your customers - so it's less biased.

4. Alexa Internet, Inc. is an American web traffic analysis company based in San Francisco. It is a wholly owned subsidiary of Amazon.

Alexa was founded as an independent company in 1996 and acquired by Amazon in 1999 for $250 million in stock. Alexa provides web traffic data, global rankings, and other information on over 30 million websites. Alexa estimates website traffic based on a sample of millions of Internet users using browser extensions, as well as from sites that have chosen to install an Alexa scripts of 2020, its website is visited by over 420 million people every month.

A key metric published from Alexa Internet analytics is the Alexa Traffic Rank, also simply known as Alexa Rank. It is also referred to as *Global Rank* by Alexa Internet and is designed to be an estimate of a website's popularity. As of May 2018, Alexa Internet's tooltip for Global Rank says the rank is calculated from a combination of daily visitors and page views on a website over a 3-month period.

The Alexa Traffic Rank can be used to monitor the popularity trend of a website and compare the popularity of different websites.

The traffic rank used to be determined from data recollected from users that had the Alexa toolbar installed on their browser. As of 2020, Alexa does not use a toolbar; instead, it uses data from users that have installed as browser extensions and from websites that have the Alexa script installed on their webpages.

4.7 NEWS GROUPS

Newsgroups pose an interesting problem from a copyright perspective in that they contain elements of email and Web pages. Many people who post to newsgroups never give a second thought as to the ultimate fate of their message. On the other hand, some people are very sensitive about who sees, and what happens to their messages.

Newsgroups generally come in either of two types, binary or text. There is no technical difference between the two, but the naming differentiation allows users and servers with limited facilities to minimize network bandwidth usage. Generally, Usenet conventions and rules are enacted with the primary intention of minimizing the overall amount of network traffic and resource usage.

Typically, the newsgroup is focused on a specific topic of interest. Some newsgroups allow the posting of messages on a wide variety of themes, regarding anything a member

chooses to discuss, while others keep more focused to their particular subject. The administrator decides on how long the articles are kept active on the server before being deleted. Different servers will have different retention times for the same newsgroup. Some may keep articles for as little as one day and others may hold them for a year.

Earlier, when the community was still a pioneering computer society, the common habit seen with many articles was a notice at the end, which disclosed if the author was free of or had a conflict of interest or had any financial motive or axe to grind, in posting about any product or issue. This is seen much less now and the reader must read sceptically, besides keeping in mind all the privacy or phishing issues.

There are currently well over 110,000 Usenet newsgroups, but only 20,000 or so of those are active. Newsgroups vary in popularity, with some newsgroups only getting a few posts a month while others get several hundred messages a day.

Non-Usenet newsgroups are possible and do occur, as private individuals or organizations set up their own NNTP servers.

Binary Newsgroups

While newsgroups were not created with the intention of distributing binary files, they have proven to be quite effective for this. Because of the way they work, a file uploaded once will be spread and can then be downloaded by an unlimited number of users. What is even more useful is that every user is drawing on the bandwidth of his or her own news server. This means that unlike P2P technology, the user's download speed is under his or her own control, as opposed to under the willingness of other people to share files. In fact, this is another benefit of newsgroups, as it is usually not expected that users share. If every user makes uploads, then the servers would be flooded.

There were originally a number of obstacles to the transmission of binary files over Usenet. Usenet was designed with the transmission of text in mind. Consequently, for a long period of time, it was impossible to send binary data as it was. So, a workaroundcode, was developed, which mapped the binary data from the files to be transmitted (e.g. sound or video files) to text characters, which would survive transmission over Usenet. At the receiver's end, the data needed to be decoded by the user's news client. Additionally, there was a limit on the size of individual posts such that large files could not be sent as single posts. To get around this, Newsreaders were developed which were able to split long files into several posts. Intelligent newsreaders at the other end could then automatically group such split files into single files, allowing the user to easily retrieve the file. These advances have meant that Usenet is used to send and receive many terabytes of files per day.

There are two main issues that pose problems for transmitting binary files over newsgroups. The first is completion rates and the other is retention rates. The business of premium news servers is generated primarily on their ability to offer superior completion and retention rates, as well as their ability to offer very fast connections to users. Completion rates are significant when users wish to download large files that are split into pieces, if any one piece is missing, it is impossible to successfully download and reassemble the desired file. To work around the problem, a redundancy scheme known as PAR is commonly used.

In part because of such long retention times, as well as increasing Internet upload speeds, Usenet is also used by individual users to store backup data in a practice called Usenet backup. While commercial providers offer more easy to use online backup services, storing data on Usenet is free of charge. The method requires the user to manually select, prepare and upload the data. Because anyone can potentially download the backup files, the data is typically encrypted. After the files are uploaded, the up loader does not have any control over them. The

files are automatically copied to all Usenet providers, so that there will be multiple copies of it spread over to different geographical locations around the world.

Moderated Newsgroups

A moderated newsgroup has one or more individuals who must approve articles before they are posted. A separate address is used for the submission of posts and the moderators then propagate posts which are approved for the readership.

Newsgroup servers are hosted by various organizations and institutions. Most Internet service providers host their own news servers or rent access to one, for their subscribers. There are also a number of companies who sell access to premium news servers.

Every host of a news server maintains agreements with other news servers to regularly synchronize. In this way news servers form a network. When a user posts to one news server, the message is stored locally. That server then shares the message with the servers that are connected to it if both carry the newsgroup, and from those servers to servers that they are connected to and so on.

Hierarchies

Newsgroups are often arranged into hierarchies, theoretically making it simpler to find related groups. The term top-level hierarchy refers to the hierarchy defined by the prefix before. Most commonly known hierarchies are the Usenet hierarchies. So, for instance newsgroup, rec.arts.sf.starwars.games would be in the rec.* top-level Usenet hierarchy, where the asterisk (*) is defined as a wildcard character. There were seven original major hierarchies of Usenet newsgroups, known as the "Big 7": comp.* — Discussion of computer-related topics news.* — Discussion of Usenet itself

sci.* — Discussion of scientific subjectsrec.* — Discussion of recreational activities (e.g. games and hobbies)

soc.* — Socializing and discussion of social issues

talk.* — Discussion of contentious issues such as religion and politics

misc.* — Miscellaneous discussion—anything which does not fit in the other hierarchies

There are a number of newsgroup hierarchies outside of the Big 8 (Big 7 and alt.*) that can be found on many news servers. These include non-English language groups, groups managed by companies or organizations about their products, geographic/local hierarchies, and even non-Internet network boards routed into NNTP.

Some other Newsgroup Hierarchies are

- ba.* — Discussion in the San Francisco Bay area

- ca.* — Discussion in California

- can.* — Canadian news groups

- cn.* — Chinese news groups

- chi.* — Discussions about the Chicago area

- de.* — Discussions in German

- dictator.* - Discussions about bad governance related to the Dictator's Handbook

- england.* — Discussions (mostly) local to England, see also UK.*

- fidonet.* — Discussions routed from FidoNet

- fr.* — Discussions in French

- fj.* — "From Japan," discussions in Japanese

- gnu.* — Discussions about GNU software

- hawaii.* — Discussions (mostly) local to Hawaii

- hk.* - Hong Kong newsgroups

- hp.* — Hewlett-Packard internal news groups

- it.* — Discussions in Italian

- microsoft.* — Discussions about Microsoft products

- pl.* — Polish news groups

- tw.* — Taiwan news groups

- uk.* — Discussions on matters in the UK

 yale.* — Discussions (mostly) local to Yale

4.8 SUMMARY

The new media technologies like the internet, web and the social media were initially met with aversion by the traditional media. With its high speed, interactivity and reliability, it emerged as a popular interpersonal and mass communication tool. Today, we see the convergence of multiple platforms into a single entity. The newspapers, magazines, television channels have all realised the worth of an online edition. Initially, the power of the social media was side-lined. However, today all popular media outlets have their Twitter, Blog and Facebook accounts and social media is seen as an incredible source of information.

This unit initially focuses on how the Online Readers actively seek out specific media to satisfy specific needs. They know which online platform can serve their specific desires. However, electronic media may be less intimate in comparison to traditional (folk media) at times. Traditional media audience have limited options, hence don't have to seek and figure out different forms of traditional media. Traditional media is most useful in human communication and is intimate with the masses in all regions of the country. Its primary appeal is to the emotion rather than the intellect. Internet Newspaper Edition is just an electronic form of the hard-copy of the Newspaper. The readership of the newspaper should mainly focus on their authenticity, linguistic and editorial strength and ability which enhance the loyal subscriber base over the time.

Online readers mainly look for web based newspapers so the unit discussed detailly about how the web based newspapers play key role. The launching of the Internet Edition increases the readership of the Newspaper to many folds as people living outstation and those interested in regional news have got an easy access to the Newspaper as people are now not bounded by any geographical boundary.

Content is the king in online journalism. The only way to win at content marketing is for the reader to say, "This was written specifically for me". Content is anything that adds value to the reader's life. Your goal should be to own quality in your customer's inbox. These days, people want to learn before they buy, be educated instead of pitched. Hence, content planning can be described as a skilful art.

Content that is expressed in the form of storytelling plays key role. Today, storytelling takes on the form of interactive media. Thanks to advancements in technology, we're not just

exploring stories from history or science – we're also discovering each other's tales. From students, journalists, cooks, photographers, and even entrepreneurs: we've become the new breed of digital storytellers.

Audience analysis is the research of demographics, language, location, preferences, interests, and other metrics within a group. It is then analyzed to provide useful and actionable consumer insights for a brand in the form of buyer personas. Identifying and understanding your target audience is critical in digital marketing. In tailoring your content to your target audience, you are able to more effectively market online, whether this is through social media, email marketing, or digital advertisements. Your focus online audience is a demographic of users or consumers that fit within an appropriate type that will most likely purchase or utilize your product. This is broken down into categories and sub-categories, depending on how in-depth you want to get. Newsgroups generally come in either of two types, binary or text. There is no technical difference between the two, but the naming differentiation allows users and servers with limited facilities to minimize network bandwidth usage. Generally, Usenet conventions and rules are enacted with the primary intention of minimizing the overall amount of network traffic and resource usage.

The concluding part of the unit focuses on newsgroups that emerged with the emerging technology. Typically, the newsgroup is focused on a specific topic of interest. Some newsgroups allow the posting of messages on a wide variety of themes, regarding anything a member chooses to discuss, while others keep more focused to their particular subject. The administrator decides on how long the articles are kept active on the server before being deleted. Different servers will have different retention times for the same newsgroup. Some may keep articles for as little as one day and others may hold them for a year.

4.9   MODEL EXAMINATION QUESTIONS

I.   **Answer the following questions in about 40 lines each:**

1. Explain the role of online readers Vs Role of audience of Traditional media?

2. How does the online audience analysis helps in good content generation in online platforms?

II.   **Answer the following questions in about 20 lines each:**

1. What is interactive storytelling for online?

2. Explain about Web based Newspapers.

3. What are News Groups?

4.10   GLOSSARY

- **SEO:** Search Engine Optimization.

- **Google Analytics:** the activity of researching news items for broadcast or publication**.**

- **Alexa Internet:** is an American web traffic analysis company based in San Francisco

- **E-newspaper:** News and information that is shared through online platforms.

- **Hierarchies:** Newsgroups are often arranged into hierarchies, theoretically making it simpler to find related groups.

4.11 SUGGESTED READINGS

1. Deitel, P. J. and Deitel H.M (2008), Internet and World Wide Web: How to Program,

2. VirBala Aggarwal, Essentials of Practical Journalism

3. https://www.google.com/url?sa=tandsource=webandrct=jandurl=https:/www.teachingenglish.org.uk/article/storytelling-benefits-tipsandved= 2ahUKEwjyP bp0anuAhWG4jgGHSqMCsgQFjANegQILBABandusg=AOvVaw0iFN CEgNAq AV8hSl TS0-NWandcshid=1611117326360

4. https://www.google.com/url?sa=tandsource=webandrct=jandurl=https:/brandongaille.com/16-pros-and-cons-of-digital-storytelling andved= 2ahUKEwjyP bp0anuAhWG4jgGHSqMCsgQFjAMegQIJRABandusg=AOvVaw2FqoLkQ62TiR Ksr4Yc3w_andcshid=1611117326360

5. Paul Bradshaw, ýLiisaRohumaa, The Online Journalism Handbook: Skills to survive and thrive in the digital age.

6. Steve Hill, Paul Lashmar, Online Journalism: The Essential Guide.

UNIT - 5: SOCIAL MEDIA AND COMMUNITIES

Contents

5.0   OBJECTIVES

After studying this unit, you should be able to

• explain social media and building of online communities

• discuss how journalists use social media

• define the handling hoaxes

• expound the users to encourage of sharing news content

5.1   INTRODUCTION

Social media is a tool for news distribution. It acts as a tool of personal recommendation and for the sharing of news. Social media is a wonderful research tool. It allows journalists to make connections with the communities that they write about. Social media allows our users to feel a sense of involvement in the newsgathering process. It is a good way to build loyalty to a media brand.

Social media trends change very fast and it is worth reflecting on the social sites that you use today and the devices you use to access them. It is worth carrying out a small survey of colleagues or classmates to find out what sites they use and how they are used. It is worth thinking about the balance of content creation to content consumption – some people use social media exclusively just to read what others produce. To what extent do they use it to read news and what topics of news are most popular? Are these stories in text, video or audio formats? Do they share or chat about the news with friends? There is plenty to consider in this developing area of journalistic and academic research.

5.2   SOCIAL MEDIA AND BUILDING ONLINE COMMUNITIES

Social media is a broad group of websites and internet-based applications that allow for the creation and sharing of content.

Most definitions of social media highlight two key elements.

1. **Participation:** There is a multi-direction flow of communication where users may produce as well as consume content.

2. **Community:** people gather in communities based on shared interest. Status or social importance is a key ingredient in any community. We can achieve importance by cultivating a long list of friends or followers, content, such as a link to a story or funny video, can act as social capital when shared among a group of friends who find the contact significant. If your friends re-post the link, that only enhances your status within a group. When content is widely shared on the internet, it is said to go viral.

Journalists don't just use social media as a tool of personal communication or reading news shared by our friends, but we must actively take part in communities of shared interests.

The social and community elements run deeply through network technology. The roots of current social media sites, like Face book, can be traced back to a time before the invention of the web in the early 1990s. Text-based message boards, known as Usenet newsgroups and Internet Relay Chat (IRC), where people chatted in real time, were massively popular in the days before the web:

- **Newspaper**: These text-based public message boards acted as forums for public debate and criticism. Newspapers were a method of asynchronous communications, meaning that participants did not have to be online at the same time to communities.

- **IRC**: Internet Relay Chat is a form of synchronous (simultaneous) communication that's so to say that participants need to be online at the same time. Conversations occur in real time and move fast, so early IRC users used abbreviation which are also used in SMS text-speak today – LOL (laugh out loud), GR8 (great) and POV (point of view). It was used in 1991 to discuss a breaking news story of a coup d'etat in Moscow, Russia.

Modern social media sites, like Face book, offer a range of ready to use, community tools such as chat and message boards which share similarities with many of the pre-web tools discussed above, social media sties can be divided into five broad groups. In each case it's worth considering what models of communication are represented in each, and how and why users participants in them.

- **Content Communities:** Multimedia content sites such as You Tube (video) and Flickr (photos) allow for the upload and sharing of user generated content (UGC). In 2012, 60 hours of video was uploaded every minute to YouTube. That is one hour of video every second.

- **Collaborative Projects:** These include text-based wikis and collaborative journalism. The most famous and largest wiki of them all is the free online encyclopedia Wikipedia.

- **Friendship Community Sites:** These include profile user satellite technology to recognize where in the world a user is located. This is used in many social media applications, mostly to allow people to find friends who are in their local area.

- **Virtual Worlds:** Many multiplayer online virtual games, particularly on the play station games console, contain a social element where players can talk online with each other.

Social media as a term is closely associated with user generated content (UGC) and with:

- **Web 2.0***:* Loosely defined as web applications that allow for sharing of content, participation or collaboration, e.g. content communities such as Blogger.com, photo

sites such as Flickr or video sites such as YouTube include technology that allow for sharing of content. These sites include technology that is Web 2.0 as well as often being social communities.

- **Citizen Journalism***: W*hen amateurs carry out roles normally associated with professional journalists, e.g. a reporter or video journalist's role. The concept of citizen journalism is highly contested. To say that members of the public, without any formal training, can assume that role of journalists is highly controversial. In reality, many amateurs producing content online don't purport to act as journalists. A more accurate phrase is that of pro-am (professional amateur) or amateurs with media skills.

5.3   HOW JOURNALISTS USE SOCIAL MEDIA ?

Social media is a great communication tool as it can allow our users to understand more about the news production process, the stories that we are working on and can encourage user involvement. To achieve this, it requires a degree of personality, fun and authenticity in the way we communicate in social media which is very different to how we write as journalists.

As journalists, we have authority and a level of trust in the public domain which makes our use of social media potentially risks. 'Post in haste and repent at leisure' is perhaps the best warning when it comes to using social media sites to express personal opinions on controversial topics.

The views we express on social media may be confused with those of the publications or broadcast outlet that you work for. It's important to state clearly on the social media account whether it's being used for personal or professional reasons. Many media companies have policies on how social media is to be used. The New York Times in its Face book Ethics Guide advises its journalists (Koblin.2009):

" Anything you post online can and might be publicly disseminated, and can be twisted to be used against you by those who wish you or The Times ill- whether it's text, photographs, or Video. This includes things you recommend on Times people or articles you post to Face book and dig, content you share with friends on MySpace, and articles you recommend through Time People. It can also include parties to your Face book page, so keep an eye on what appears there. Just remember that we are always under scrutiny by a magnifying glass and that the possibilities of digital distortion are virtually unlimited, so always ask yourself, could this be deliberately misconstrued or misunderstood by somebody who wants to make me look bad?

Social media needs to be embedded in the news production process at every stage from researching stories to output. However, it is an important reporting tools, it shouldn't become a distraction. Traditional ways of getting information principally getting out into the community and talking to real people face to face remain as important as ever.

5.4   HOW IS SOCIAL MEDIA RELATED TO JOURNALISM?

We all know that there is a lot of rubbish on social media that has little news value. The first reason why we need to take an interest in social media is simply that it is where our users are. From a business perspective, we can't afford to ignore the fact that these sites are very popular with our users.

Social media is a major aggregator of news content, particularly among the young. The 18-24 years old readership is traditionally one of the most difficult groups for newspaper to reach. That's to say social media has become the primary way that large numbers of people consume and share news whether this is news about their friends' personal lives or news about the world around them.

Social Media as Horizontal Media

We can view social media as being a form of horizontal media where information is shared from users to user as part of global network without the need for traditional media. Jay Rosen (Bartlett, 2011) describes the 'great horizontal', where people are connected to others 'as effectively as they are connected up to big media.' This is in contrast to mainstream media that is traditionally viewed as being vertical media. Where journalists 'pass down' information to an audience consisting mostly of passive receivers of content.

With horizontal media, communication is globally fragmented and dispersed. It lacks centrally that's to say that there is not a central point where content is produced. This can make social media a confusing environment to study.

Social media challenges the role of journalists and editors as information gatekeepers

Social media content often bypasses the traditional information gatekeeper that's the journalists who work in mainstream media who, at one point, were the main controllers of the flow of information to the public. Social media can be viewed as being more democratic than traditional media as any user can publish news and respond to what people have posted.

Traditionally, newspapers operated in a manner where roles were clearly defined.

- **Reader**: the consumer of content;
- **Journalist**: the producer of content;
- **Editor**: the selector of content and arbitrator of quality control

With social media, users switch between different roles at different times.

It allows users to scrutinize the news publishing process

The Economist (2011) states: 'Thanks to the rise of social media, news is no longer gathered exclusively by reporters and turned into a story but emerges from an ecosystem in which journalists, sources, readers and viewers exchange information.' It's now common for journalists to use social media in a range of situations to communicate with their users. Dan Gillmor, author of We the Media in 2004, commonly regarded as the classic text on the rise of citizen journalism, described the news agenda as beginning 'conversational' and 'open to questions'.

To take part in a conversation online we need to develop listening skills, something that may not come naturally to some journalists. 'Journalists need to give up their self-adoration as the authority on the topics they write about,' said Michele McLellan, a journalist and consultant (in lavrusik, 2010). She adds: 'members of any community are the experts in what they are experiencing and seeing on given topics.

In October 2011, the Guardian newspaper began an extraordinary experiment where it published its editorial news list for all to see. The news list is the stories a newspaper is researching or planning to run and is normally kept a closely guarded secret. You may wish to think about the risks and rewards of seeking help from our users in this way. One risk was that rival journalists could pinch the Guardian's ideas.

Social media is used as the 'second screen'

Academics have become interested in the interplay between various media platforms. Social media is now being used as what's known as the 'second screen'. People multi-task, watching a live TV show, while simultaneously taking part in a live debate about what's happening on Twitter, using tablets and smart phones, all from the comfort of their armchair.

Media theorists Aleks Krotoski (2010) highlights how online interactions occur around live television broadcasts: 'Pre-Web, if we weren't all watching the TV or the event in the same physical space, we would have waited until we ran into friends at the water cooler the day after to talk about it… Now, because of online tools, we are able share and receive instant, real-time feedback to something with a lot of people.' Tablet and Smartphone apps, like ZeeBox (www.zeed.com), allow those watching live TV shows to chat and discuss it in real time. In this respect, we can view such technology as bringing people together around the virtual water cooler in online communities of interest.

A 2010 study by social media company Live Talkback of free-to-air TV found that ITV's The X Factor talent show was the most tweeted TV programme in the UK, accounting for 3.7 million of the 38.7 million tweets over a four-month period in 2010.

Social Media is not Mass Media

Some journalists are rather fond of criticizing the content that appears on social media sites for its supposedly amateur nature. It is certainly true that much of the content is very poor quality – photos and videos may be poorly shot, gossip replaces fact, and writing may lack basic spelling or grammar skills. However, the reality is that social media is not like mass media. Most of the content that appears hasn't been created by media professionals for general consumption or with the purpose of being viewed by a large audience. They are 'private conversations' can be very public indeed.

Clay Shirky warns us (2009) that to view social media as being similar to mass media is to miss the point. He states: 'Most of what gets created on any given site (on social media) is just ordinary stuff of life – gossip, little updates, thinking out loud.'

Shirky says prior to the internet, when we talked about media we were talking about two different things: broadcast media and communication media. He says:

"Broadcast media, such as radio and television but also newspapers and movies (the term refers to a message being broadly delivered from a central place, whatever the medium), are designed to put messages out of all to see (or in some cases, for all buyers and subscribers to see). Broadcast media are shaped, conceptually, like a megaphone, amplifying a one-way message from one sender to many receivers. Communications media, from telegrams to phone calls to faxes, are designed to facilitate two-way conversation. Conceptually, communications media are like a tub; the message put into one end is intended for a particular recipient at the other end.

He continues: 'Most user generated content (UGC) is created as communication in small groups, but since we're used to communications media and broadcast media being mixed together, we think that everyone is now broadcasting/ this is a mistake.

Clearly only a tiny fraction of UGC that appears on social media sites represent, in any way, traditional journalistic news values. However, that is not to say that social media is irrelevant to us as journalists. Twitter and Facebook users will share news from the mainstream news sites that they find significant with their lists of friends or followers.

Eyewitnesses at the scene of a news event may share content with their circle of friends or followers on social media. Journalists now monitor social media as big stories develop for photographs, videos and eyewitness accounts posted to sharing sites such as Flickr, Instagram, Youtube, Twitter and Facebook. They also use social media to proactively post requests for help with news stories.

Social media is a great way to build an audience for your journalism. It is essential for any trainee who seeks a career in TV news to post video to YouTube and create a channel.

They often publicize their work by posting links to their videos on Facebook and Twitter in a deliberate attempt to have it go viral (become widely shared) and generate a large online following.

5.5   HANDLING HOAXES

Any information supplied on social media needs to be thoroughly checked out, as you would with any source. Ideally, you need at least two independent sources, maybe even three, to corroborate the story. In the cases below, how would you go about verifying these stories before you published them online?

a) A 'shooting' on Oxford Street, London: In January 2011 a rumor spread via social media that a gunman was on the loose in central London. Some Twitter users claimed police had issued 'official warnings' of the incident. Panic spread and some office workers in the area were advised by their employers to stay indoors. It was a hoax which was based on rumors when news of a genuine police training operation in the area became public knowledge. A tweet about a fashion 'photo-shoot' in the area added to confusion.

b) The 'popular bear' washed up on a beach: In September 2010, ITV's West Country regional news bulletin reported that a polar bear was washed up on a Cornish beach. Video footage, shot by a member of the public, purported to show the 'bear' which was eventually identified as a dead cow.

c) 'The death of Margaret Thatcher: In August 2012, the face Twitter account @ official sky News reported the death of former British Prime Minister Margaret Thatcher. The news was re-tweeted thousands of times, her Wikipedia entry had been altered to corroborate the hoax and had a few journalists fooled. Thatcher really died eight months later.

As with any story, you need to ensure you corroborate information sourced from social media. Check out the social media accounts of the person giving the information. Check the information with official sources (these are often government bodies, emergency services, etc.) and also consider what damage is caused if you report false information.

It's always best to do an interview with the source in person or over the phone. The Twitter profile page of the user may reveal their occupation and personal website you will want to investigate these to see if they appear genuine, if they claim to work for large company, you could try to call them at work. Alarm bells should start ringing if the source lists themselves as comedians, performance artists or similar professions. It is easy to see if a Twitter account is new or has very few followers. What have they tweeted in that past: if the person claims to live in a particular town or city, is there any evidence they have tweeted about their location before? Do they have followers that live in the area?

Follower wonk (https://followerwonk.com) provides powerful tools to search contacts on Twitter. Its 'social authority' rating tells you how influential the contact is in the social media world and when their accounts were created.

Twiangulate (http://twiangulte.com) allows journalists to authenticate the reliability of Twitter accounts.

Peer Index (www.peerindex.com) is used by marketing companies to identify influential bloggers and social media users, but the site is also useful to journalists in identifying contacts.

You should always ask the source for any pictures they may have. However, you'll need to do a little detective work to make sure they are genuine.

It is worth asking some basic questions of any user who submit content.

1. What sort of mobile phone do you have?

2. We are very interested in using this – is that still ok with you?

3. Why did you take these pictures? They look very professional.

4. On what day did you take the photo? (you can check the weather)

5. Where were you located?

If people have taken a photo with a mobile phone, the image may contain GPS information that may reveal the location of the user on a map. Digital images may have EXIF (Exchangeable Image File) data embedded which photo image editing software packages can read.

EXIF data includes a massive amount of information that may potentially be helpful if there are doubts regarding an image:

• Date the image was taken;

• Date the image was modified or edited;

• Camera used;

• Exposure;

• Aperture;

• Focal length

• Flash

5.6 ENCOURAGING USERS TO SHARE NEWS CONTENT

It is generally believed that lighter content tends to be 'shared' the most on Face book. This is because the majority of people use Face book as a tool for keeping in contact with friends. It helps to have a sense of humour and an ability to poke fun at ourselves. People are fascinated by how the media works and usually love to hear 'insider gossip' about what is happening in the newsroom and the stories that you are working on. This is important as it builds royally among users. Other social media sites, such as Twitter and LinkedIn, work best for more serious news.

Pew Research Centre's project for Excellence in Journalism (2010) gathered a year of data on the top news stories shared. It came to two key conclusions first the stories and issues that gain the most traction in social media differ substantially from those that lead in the mainstream press; and second, different types of stories led different social media. The most shared videos on YouTube were the 'Hey you've got to see this' type content, i.e. videos which were funny or shocking and had strong visual appeal. However, on Twitter, the report states: 'the mission is primarily about passing along important often breaking information in a way that unifies or assumes shared values within the Twitter community.

Nice Newman (2009) found that the most shared stories from mainstream news organizations on Twitter were:

1. Disasters and deaths.

2. Latest news on breaking stories

3. Quirky and funny stories

4. Provocative comment and analysis;

5. Original and distinctive content (e.g. an exclusive interview that no other news organization had).

The most shared stories also tended to generate a mood among the users. Shock (usually caused by some death or disaster) was a big driving force for sharing content. News stories that were considered funny or weird also did very well. One of the most interesting areas of future research is into whether the likelihood that a story will be shared impacts the stories and death which produce which much valued 'shock and share' reaction.

When posting content to social media, timing really does matter. Most people can't access the web for fun during working hours and some companies strictly forbid social media access. So people often access it via their mobile phone while commuting or at home in the evening while watching TV. If your site is aimed at sports fans, consider publishing on Saturday when users tend to be thinking about sport. Websites aimed at teens find they get a spike of activity between the hours of 4-6 p.m. directly after school, but before children sit down to do their homework. Software such as Tweetdeck (www.tweetdeck.com) allows you to schedule messages to be posted at pre-defined times.

It was during the Arab Spring of 2011 that American journalist Andy Carvin realized the importance of Twitter as a reporting tool. Carvin curated user-generated content published on social media sites from dozens of activists and citizens in the Arab world. He outputted this to provide a real-time commentary of events to his thousands of Twitter account followers.

The press dubbed the Arab Spring the 'twitter revolution', a rather simplistic headline for a complex chain of events. It is certainly true that Twitter became one of the main tools to share information in the region, so much so that various governments tried to prevent citizens from accessing it.

In contrast to government supporters, pro-democracy group in the Arab region were led by young and technically literate students. They soon realized the impact of having videos of their protests, which often ended in violent suppression by security forces, broadcast by the world's media. Mainstream media, particularly the BBC and CNN, were closely monitoring Twitter for stories about the protests.

Protests were happening in many cities across the Arab world simultaneously. News organizations, finding their resources stretched, were often unable to get their reporters into the countries. They welcomed the free video footage supplied by the pro-democracy groups.

Other news stories where social media provided journalists with valuable content include.

- Mumbai terrorists attacks (2008);

- G20 protests (200g);

- Hudson River plane crash (200g),

- Iran elections (2009);

- UK summer riots (2011);

- Woolwich murder (2013);

How do journalists use social media sites like Twitter, Facebook, Google + and You Tube?

- Social media is a tool for news distribution. It acts as a tool of personal recommendation and for the sharing of news. We can see it as an extension of Negroponte's (1995) concept of the personalized newspaper – the 'Daily Me'.

- Social media is a wonderful research tool. It allows journalists to make connections with the communities that they write about (although we should not assume all social groups use it.)

- Social media allows out users to feel a sense of involvement in the newsgathering process. It is a good way to build loyalty to a media brand.

Social media trends change very fast and it is worth reflecting on the social sites that you use today and the devices you use to access them. It is worth carrying out a small survey of colleagues or classmates to find out what sites they use and how they are used. It is worth thinking about the balance of content creation to content consumption some people use social media exclusively just to read what other produce. To what extent do they use it to read news and what topics of news are most popular? Are these stories in text, video or audio format? Do they share or chat about the news with friends? There is plenty to consider in this developing area of journalists and academic research.

5.7   SUMMARY

As with any information from sources, extreme care needs to be taken if we use content pulled from social media sites as it must be authenticated and carefully verified. While some people live declarative lifestyles we must also respect the privacy of users. News is a conversation and it is important that journalists don't just use social media as a marketing tool to promote their content. Social media challenges the role of the journalist as 'information gatekeeper'. Setting up a Facebook page is a cheap and easy way to engage with users and generate leads for stories.

5.8   MODEL EXAMINATION QUESTIONS

I.   **Answer the following questions in about 40 lines each:**

1. What social media is and how it relates to terms such as Web 2.0 and citizen journalism?

2. How do journalists use social media sites?

II.   **Answer the following questions in about 20 lines each:**

1. What are the most useful social media sites for journalist?

2. Explain the advantages of social media.

5.9   GLOSSARY

- **Newsgathering**: The work of collecting news for publication or broadcast

- **Internet Relay Chat:** It is an application layer protocol that facilitates communication in the form of text. The chat process works on a client/server networking model.

- **Web 2.0:** The second stage of development of the internet, characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media.

- **Citizen Journalism:** Journalism that is conducted by people who are not professional journalists but who disseminate information using Web sites, blogs, and social media.

- **Gatekeeping:** Gate keeping is a process by which information is filtered to the public by the media.

5.10 SUGGESTED READINGS

1. Deitel, P. J. and Deitel H.M (2008), Internet and World Wide Web: How to Program,

2. Vir Bala Aggarwal, Essentials of Pracitcal Journalism

3. Gilmor, Dan. 2004 We the Media: Grassroots Journalism by the People, for the People. Beijing, Farnham: O'Reily.

4. Paul Bradshaw, LiisaRohumaa, The Online Journalism Handbook: Skills to survive and thrive in the digital age.

5. Steve Hill, Paul Lashmar, Online Journalism: The Essential Guide.

6. https://en.wikipedia.org/wiki/Social_networking_service

7. https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_channels

BLOCK - III

WORLD PROCESSING AND WEB WRITING

Desk top publishing enables quality output for print media. Layout, inserting graphic images and formatting is possible using Desktop publishing softwares.Websites have to be designed attractively. While writing for the web, sentences and paragraphs should be short. Language should be simple and should be easily understandable to common man with little language skills. Search engines enable us to search information on the web. E-journals don't need huge funds for maintaining web sites. E-newsletters can easily be sent to targeted persons to their mails. Security issues are cause of concern. Latest anti- malware and anti-virus softwares have to be used to protect from attacks. Cyber laws have to followed by digital websites. Otherwise, they may land up in trouble.

This block is consists of following Units:

Unit - 6: Word Processing and Desktop Publishing

Unit - 7: Web Writing

Unit - 8: e - Journals

UNIT - 6: WORD PROCESSING AND DESKTOP PUBLISHING

Contents

6.0   OBJECTIVES

After reading this unit, you will be able to:

*   define the features of word processing program

*   explain the importance of outlines, revision marks and document compare

*   acquire knowledge regarding merge Printing, foot notes and end notes

*   learn about desktop publishing for print

*   acquire knowledge about page layout, graphic Images, table of contents and indexes

*   identify the similarities and differences between DTP and word processing

6.1   INTRODUCTION

Filing reports, contributing bylines, articles, features etc. is part of a journalist's daily life. In the past, journalists used typewriters extensively. However, type writers have certain limitations. A matter once typed gets printed automatically. One should edit one's material

before he/she actually typed the text. With the introduction of computers and Word Processing applications, the need to pre-edit has been done away with. The distinction between printing and entering the text has been established and these two have become two different activities altogether.

Word Processing applications give us a range of choices. With a word processing program, the text has a more pliable existence on the monitor as it exists in an electronic format and it can be copied, deleted, moved or altered/reformatted/rewritten any number of times until one gets the desired output.

The inventors of Word Processing applications went a step ahead and came up with Desk Top Applications too. These programs are used in printing professionally-looking brochures, newsletters, advertising materials etc. quickly and with less cost. They have done away with the need to go to designers; compositors etc. and well-trained DTP operators can carry out all their activities with the help of DTP programs.

6.2   WORD PROCESSING FEATURES

Word processing can be defined as the process of using a computer to enter, edit and format text to the requirements of the user. All standard word processing applications like MS Word, Corel Word Perfect, come with regular features like Cursor, Scrolling, Word Wrap, Editing, Spelling/Grammar Checkers, Thesaurus etc. that are associated with Entering and Editing Documents

There are other important features like Outlines, Revision Marks and Document Compare, Merge Printing, Foot Notes and End Notes which are also available with most of the Word Processing applications.

6.2.1   Outlines

The outline line view enables us to see the sketch or all the headings associated with document. If a document has more than one level of heading, we can expand the outline to view different levels or collapse the levels.

Outline gives us an overview of the documents' structure and organization. Since all the headings and the levels of the headings are displayed in the outline view, one can move, copy, delete the headings according to changed priority or requirements and the text under these headings behaves accordingly. The outline function allows us to toggle between the normal view and the outline view, thereby enabling us to see the change in the text even as we handle the outlines.

6.2.2   Revision Marks and Document Compare

Situations where more than one person is involved in the creation of a document are quite common in the world of journalism. A document gets circulated among different experts, each one making his own contribution by correcting mistakes that have been made a non expert if he is the sole contributor of an article. Editing for grammaticaland factual errors is inevitable before publishing a document.

The Revision marks feature helps in recording and circulating the opinions about what to add and what to delete in a document along with the document. One can insert or delete words, sentences or format the existing text and these get displayed on the document. For example, if an existing line has to be deleted, or if a particular word has to be added the line intended for deletion will be struck through and the inserted are underlined with the color

chosen by the individual who recommended them, thus clearly indicating who intended what in the course of editing.

Document compare feature compares two versions of a document and highlights the differences between the two. The necessity for comparison arises when we try to see what the latest version looked like compared to the earlier version of the document.

6.2.3   Merge Printing

Many a time we send mails addressed to a host of people or repeats certain covenants or sections of a contract repeatedly while most of the times the body of the mail or other portions of the contract remains the same. In such cases, conventionally this requires entering and editing the data for each one of the mails or contracts individually. The Merge Printing feature does away with the drudgery of doing this. It automates the whole process of entering and editing.

The following are the steps that need to be followed when one uses MSWord's Merge Printing feature particularly with reference to mail merge and printing letters

Use mail merge to create and print letters

You use the **Mail Merge** task pane to create form letters.

1. On the **Tools** menu, point to **Letters and Mailings**, and then click **Mail Merge**.

2. Under **Select document type**, click **Letters**.

The active document becomes the main document.

3. Click **Next: Starting document**.

Tip

If you're familiar with the mail merge feature or prefer to work outside the task pane, you can use the **Mail Merge**toolbar. The buttons are arranged in sequence from left to right.

More step-by-step information

The task pane guides you through the rest of the mail merge process. The following are more details, listed in step-by-step order.

Set up and display your letter

1. Do one of the following:

Start with the document currently shown in the document window

• Click **Use the current document**.

You can then either type the letter in the document window, or wait until the task pane prompts you to do so in a later step.

Start with a template

1. Click **Start from a template**.

2. Click **Select template**.

3. On the **Mail Merge** tab in the **Select Template** dialog box, select the template you want, and then click **OK**.

Start with any other existing document

1. Click **Start from existing document**.

2. In the **Start from existing** box, select the document you want, and then click **Open**.

If you don't see the document, click **More files**, and then click **Open**. In the **Open** dialog box, locate the document you want, and then click **Open**.

1. Click **Next: Select recipients**.

Locate or create a data source, and then select recipients

1. Do one of the following:

Connect to a Microsoft Outlook Contacts List

1. Under **Select recipients**, click **Select from Outlook contacts**.

2. Click **Choose Contacts Folder**.

3. In the **Select Contact List folder** dialog box, click the contact list you want, and then click **OK**.

All of the contacts in the folder appear in the **Mail Merge Recipients** dialog box, where you can refine the list of recipients to include in the merge.

Connect to a different type of list, such as a database or Office Address List

1. Under **Select recipients**, click **Use an existing list**.

2. Click **Browse**.

3. In the **Select Data Source** dialog box, locate and click the data source you want.

By default, Microsoft Word opens the **My Data Sources** folder.

4. Click **Open**.

Depending on the type of data source you select, other dialog boxes may appear asking you to provide specific information.

For example, if your data source is a Microsoft Excel workbook that has information on multiple worksheets, you need to select the worksheet containing the information you want, and then click **OK**.

All of the entries in the data source appear in the **Mail Merge Recipients** dialog box, where you can refine the list of recipients to include in the merge.

Create a simple new address list

1. Under **Select recipients**, click **Type a new list**.

2. Click **Create**.

3. In the **New Address List** dialog box, type the information you want to include for the first entry under **Enter Address information**; for example, title, names, and address information. You do not have to fill in every field.

4. To complete the first entry and move on to a new entry, click **New Entry**.

5. Repeat steps 3 and 4 until you've added all the address entries you want, and then click **Close**.

6. In the **Save Address List** dialog box, type a name for the address list in the **File name** box, and select a folder to save the list in.

By default, the address list is saved in the **My Data Sources** folder. It's best to keep the address list here because this is also the default folder in which Microsoft Word looks for data sources. So, if you want to use this address list in a later mail merge, you won't have to navigate through files and folders to locate it.

7. Click **Save**.

All of the entries in your new list appear in the **Mail Merge Recipients** dialog box, where you can refine the list of recipients to include in the merge.

1. In the **Mail Merge Recipients** dialog box, select the recipients you want to include.

How?

1. Do any of the following:

Use the check boxes to designate recipients

This method is most useful if your list is short.

- Select the check boxes next to the recipients you want to include, and clear the ones next to the recipients you want to exclude.

Tip

If you know you want to include most of the list in your merge, clicking **Select All** first makes it easy to clear particular records. Similarly, if you want to include only a few records in the list, click **Clear All**, and then select the records you want.

Sort items in the list

This is useful if you want to see items in alphabetical or numeric order.

- Click the column heading of the item you want to sort by. For example, if you want to display the list alphabetically by last name, click the **Last Name** column heading.

Filter items in the list

This is useful if the list contains records that you know you don't want to see or include in the merge. Once you've filtered the list, you can use the check boxes to include and exclude records as described in the previous section.

1. Click the arrow next to the column heading of the item you want to filter by.

2. Click any of the following:
   - **(Blanks)** displays all the records in which the corresponding field is blank.
   - **(Nonblanks)** displays all the records in which the corresponding field contains information.
   - If your data source contains records that share the same information, and there are ten or fewer unique values in the column, you can filter by specific information. For example, if there are multiple addresses that list Australia as the country/region, you can filter on **Australia**.

The **Mail Merge Recipients** dialog box displays only the designated records. To display all the records again, click **(All)**.

1. Click **OK** to return to the **Mail Merge** task pane. Microsoft Word will use the recipients you designated for the merge.

Tips

- For advanced sorting and filtering, click the arrow next to any column name, and then click **(Advanced)**. Use the **Filter Records** and **Sort Records** tabs to set up the sorting or filtering query you want.

- If you have installed address validation software, you can click **Validate** in the **Mail Merge Recipients** dialog box to validate your recipients' addresses.

2. **Click** Next: Write your letter**.**

   Complete the letter and add merge fields

   1. If you have not already done so, in the main document, type the text that you want to appear in every form letter.

   2. Insert merge fields where you want to merge names, addresses, and other data from the data source.

How?

   1. In the main document, click where you want to insert the field.

   2. Insert any of the following:

   Address block with name, address, and other information

   1. Click **Address block**.

   2. In the **Insert Address Block** dialog box, select the address elements you want to include and the formats you want, and then click **OK**.

   3. If the **Match Fields** dialog box appears, Microsoft Word may have been unable to find some of the information it needs for the address block. Click the arrow next to **(not available)**, and then select the field from your data source that corresponds to the field required for the mail merge.

Greeting line

   1. Click **Greeting line**.

   2. Select the greeting line format, which includes the salutation, name format, and following punctuation.

   3. Select the text you want to appear in cases where Microsoft Word can't interpret the recipient's name, for example, when the data source contains no first or last name for a recipient, but only a company name.

   4. Click **OK**.

   5. If the **Match Fields** dialog box appears, Word may have been unable to find some of the information it needs for the greeting line. Click the arrow next to **(not available)**, and then select the field from your data source that corresponds to the field required for the mail merge.

Other fields of information

   1. Click **More items**.

   2. Do one of the following:

      - To select address fields that will automatically correspond to fields in your data source, even if the data source's fields don't have the same name as your fields, click **Address Fields**.

      - To select fields that always take data directly from a column in a database, click **Database Fields**.

   3. In the **Fields** box, click the field you want.

4. Click **Insert**, and then click **Close**.

5. If the **Match Fields** dialog box appears, Microsoft Word may have been unable to find some of the information it needs to insert the field. Click the arrow next to **(not available)**, and then select the field from your data source that corresponds to the field required for the mail merge.

   Note: If you insert a field from the **Database Fields** list and then later switch to a data source that doesn't have a column with the same name, Word won't be able to insert that field information into the merged document.

Electronic postage

In order to add electronic postage, you must first install an electronic postage program, such as one you purchased from a service on the World Wide Web.

1. Click **Electronic postage**.

   If you do not have an electronic postage program installed, Microsoft Word prompts you to install one and offers to connect to the Microsoft Office Online Web site. There you can get more information and links to other sites that offer electronic postage.

2. Insert the postage according to the program's instructions.

Postal bar code

You must select a label or envelope type that supports the POSTNET bar code.

1. Click **Postal bar code**.

2. In the **Insert Postal Bar Code** dialog box, select the appropriate address fields.

   Note The **Postal bar code** option only appears if you are using the U.S. language version of Microsoft Word.

1. Repeat steps 1 and 2 for all the fields you want to insert.

Notes

- You can't type merge field characters («« »») manually or use the **Symbol** command on the **Insert** menu. You must use the **Mail Merge** task pane.

- If the merge fields appear inside braces, such as {MERGEFIELD City}, then Microsoft Word is displaying field codes instead of field results. This doesn't affect the merge, but if you want to display the results instead, right-click the field code, and then click **Toggle Field Codes** on the shortcut menu.

3. If you want, you can change the format of the merged data.

How?

To format merged data, you must format the merge fields in the main document. Don't format the data in the data source, because its formatting isn't retained when you merge the data into the document.

1. In the main document, select the field containing the information you want to format, including the surrounding merge field characters («« »»).

2. On the **Format** menu, click **Font**, and then select the options you want.

Formatting by using field codes

To control other aspects of formatting, press ALT+F9 to display field codes, and then add switches to the merge fields.

For example:

- To display the number "34987.89" as "$34,987.89," add a numeric picture switch (\# $#,###.00).

- To print client names in uppercase letters, add the uppercase formatting switch (* Upper).

- To ensure that the merged information has the same font and point size you apply to the merge field, add the * MERGEFORMAT switch.

1. After you've completed the main document and inserted all of the merge fields, click **Save As** on the **File** menu. Name the document, and then click **Save**.

2. Click **Next: Preview your letters**.

Preview the letters and fine-tune the recipient list

1. Preview the items. Do one of the following:

   - To preview the items in order, click the arrow buttons.

   - To locate and preview a specific item, click **Find a recipient**, and then enter the search criteria in the **Find Entry** dialog box.

2. If necessary, fine-tune the recipient list. Do one of the following:

   - To exclude a particular recipient from the merge, click **Exclude this recipient**.

   - To change the list of recipients, click **Edit recipient list**, and then make your changes in the **Mail Merge Recipients** dialog box.

3. Click **Next: Complete the merge**.

Complete the merge

Do any of the following:

Personalize individual letters

To personalize individual documents, you actually complete the merge, and then edit the information you want in the resulting merged document.

1. Click **Edit individual letters**.

2. In the **Merge to New Document** dialog box, select the records you want to merge.

3. Click **OK**.

Microsoft Word creates and opens a new merged document. Your main document also remains open, and you can switch back to it if you want to make a change to all the documents.

4. Scroll to the information you want to edit, and make your changes.

5. Print or save the document just as you would any regular document.

Print the letters

Do one of the following:

If you personalized the items and the merged document is active

1. On the **File** menu, click **Print**.

2. Select the options you want.

If you want to print directly from the Mail Merge **task pane**

3. In Step 6 of the **Mail Merge** task pane (**Complete the merge**), click **Print**.

1. In the **Merge to Printer** dialog box, do one of the following, and then click **OK**.

   • To print all the documents, click **All**.

   • To print the document that you see in the document window, click **Current record**.

   • To print a range of documents, click **From**, and then type the record numbers in the **From** and **To** boxes.

2. In the **Print** dialog box, select the options you want.

Save the merged letters for later use

If you want to edit merged letters or save them for later use, you can collect them into a single document.

1. Click **Edit individual letters**.

2. In the **Merge to a New Document** dialog box, do one of the following, and then click **OK**.

   • To merge all the documents, click **All**.

   • To merge only the document that you see in the document window, click **Current record**.

   • To merge a range of documents, click **From**, and then type the record numbers in the **From** and **To** boxes. [3]

Microsoft Word opens a single new document that contains all the individual letters. You can then save the document for later use, just as you would any regular document.

By looking at the elaborate process shown above, we can conclude that the Merge-Printing process broadly involves two steps:

1. Creating two files a) a data source file and b) main document.

   • The data source contains the data that has to be merged with the main document. This can be addresses if it is a mail merge while the main document contains the matter that is common to all the documents

2. Creating the merge codes in the main document.

These codes indicate the place where the data is to be inserted.

3. Three Merge-printing.

6.2.4 Foot Notes and End Notes

A term used to describe additional information found at the bottom of a page or the document. Often a footnote will contain the source of the information, additional information or comment about the text contained in the document. The purpose of a footnote is to ensure the flow of the narrative but at the same time help the reader to gain additional information.

Much like a footnote, an endnote gives additional information, but it is printed at the end of the document.

To insert a footnote or an endnote in Microsoft Word, follow the steps below.

1. Open Microsoft Word

2. Within Microsoft Word move the cursor to where you want to insert the number that points to the footnote and click Insert

3. Click Footnote...

4. Specify whether or not you wish to insert a Footnote or Endnote and click Ok.

6.3   DESKTOP PUBLISHING FOR PRINT

The process where a Desk Top computer that utilizes a specialized software and high-resolution printers is employed or used to layout pages, add graphics, assemble, design, and produce commercial quality printed material is called Desk Top Publishing.

DTP is used extensively in the preparation of reports, mailers, newsletters, brochures and other documents in color with a distinct page layout, graphic images, different fonts, special characters, columns, tables of contents and indexes.

6.3.1   Columns

When creating newsletters, we want to print the text in two or more columns so that text flows from one column to the next. We can create such columns using the DTP applications and fill the columns one after the other with the required text. Adding or deleting the text or graphics in one column makes the text adjust itself within the columns, thus giving a professional look as if it has been done by a skilled designer and compositor.

6.3.2   Page Layout

Laying out pages is a critical and primary function of desk top publishing. The DTP program enables us lay out the page so that we easily and accurately place text in columns and insert graphics. The DTP programs also help to design master pages. Any text or graphics placed on these pages appears on all pages in the document. For e.g., if we want the company's logo to appear on the pages, then this feature makes our task easy.

6.3.3   Graphic Images

Placing graphics will make a document attractive and also improve its look and feel. It is often said that a picture can describe what even a thousand words cannot do. We can place graphics in the document by obtaining them and there are four major ways through which we can do this.

a) By buying clip art files that are specific to Desk Top Publishing

b) Scan the image and then use it in the document

c) We can create images using programs like Visio or modify the clip art through Photoshop or other graphic programs

d) We can use programs like Snag IT or any image capturing tool to take a snapshot of the screen display and then save it as a graphic file.

6.3.4   Special Characters

Special characters are the ones we do not see on the keyboard. For example, foreign currency symbols, scientific or symbols associated with chemicals and metals etc. DTP applications provide a palette from which we can select these symbols and then include them in the document. We can also use the regular key board provided we know the ASCII number of the character. For example, to enter the symbol ç we should type 0231 after holding the Alt key down.

6.3.5   Table of Contents and Indexes

Long documents with many topics and sections, need a table of contents which lists headings of subjects in the document and provide page numbers right across each of the headings and sub-headings so that the readers can quickly reach the topic of their choice. Indexes also serve the same purpose. An index is an alphabetical list of names, subjects, etc., with references to the places where they occur, typically found at the end of a book and help readers find the information they need quickly.

To create a Table of Contents, follow the steps described below.

1. Identify the text that you want to appear in the Table of Contents

In the document, click within the first major heading that you want to appear in the Table of Contents. Apply the Heading 1 style to that paragraph. The easiest way to apply the Heading 1 style is:

- in Word 2003 and earlier: click the Style box on the Formatting toolbar and choose Heading 1

- In Word 2007 and Word 2010: on the Home tab, in the Styles group, click the Heading 1 thumbnail.

In the same way, apply the Heading 1 style to other major headings in your document. Apply the Heading 2 style to sub-headings, Heading 3 style to sub-sub-headings etc.

2. Word 2003 and earlier versions

1. Click where you want your Table of Contents to appear.

2. Display the Table of Contents dialog. To do that:

   - In Word 2000, choose **Insert >Index and Tables**.

   - In Microsoft Word 2002 and 2003, choose **Insert > Reference > Index and Tables.**

3. Click on the **Table of Contents** tab. Click **OK**.

6.3.6 Word 2007 and Word 2010

1. Choose References > Table of Contents.

2. Choose one of the following items on the menu.

   - There may be **custom tables of contents** on your menu. If you click the thumbnail for a custom table of contents, your table of contents will be inserted into a content control. (There is further information about content controls below.)

   - There are two **built-in'automatic' tables of contents**: Automatic Table 1 and Automatic Table 2. If you click the thumbnail for either of these, your table of contents will be inserted into a content control, and Word will add a heading. (There is further information about content controls below.) The only difference between the two is the text of the heading ("Contents" and "Table of contents").

   - There is a **built-in "Manual Table".** This takes you back to the era of the electric typewriter. If you like typing things out for no good reason and your life expectancy is a lot longer than mine, this is for you.

   - At the bottom of the menu, you can choose **Insert table of contents**. This displays the Table of Contents dialog that was also in earlier versions of Word. If you want two or more tables of contents in one document, you must choose this option for the at least the second and subsequent tables of contents.

6.4   DTP Vs WORD PROCESSING

Desktop publishing programs were introduced because until very recently, word processing programs were better at editing than formatting. However, many desktop publishing features have been incorporated into word processing programs and arein some ways similar, and it may not be obvious which one to choose to produce a document.

Some of the similarities are:

• Both deal with text, which can be formatted (font, size, color, bold, italic, etc.)

• Both can contain pictures and tables

• Microsoft Word and Publisher have similar features, such as Clip Art, WordArt, color schemes and text styles

The main difference is that Desktop Publisher documents are easier to lay out, so are better for creating and laying out sophisticated documents such as forms, newsletters, manuals charts, brochures, letterheads, logos, catalogs, reports and even books. In Desktop publishing the layout is important, and the text may be in more than one place unlike in word processing software where the emphasis is on having the text at one place and editing it is important.

Other difference is when we start a new Word Processor document, we see a blank page onto which we can type text, where as when we start a new Publisher document, we see a blank page and must add a text frame, into which we can type text. We can also have picture frames, Clip Art frames, WordArt frames, tables and various drawing objects.

6.5   SUMMARY

In this unit we have studied various features that are associated with word processing programs and also Desk Top Publishing programs. We understood the importance of Outlines feature which gives us the overall view or structure of the document, and the Revision Marks and Document compare feature that helps us in editing the document by one or more individuals and at the same time enable us to know who suggested what with the help of the distinctive color mark. We also looked into Merge-printing attribute and appreciated its importance in creating customized copies of documents where certain portions of the document are common while some sections of it are to be customized according to the specific need.

The other important topic on which we focused was Desk Top Publishing. We now know that Desk Top Publishing programs help us in creating Newsletters, Brochure etc. in color with all the embellishments that are associated with documents of that type. We know the importance of Page Layout which enables us to place the text and graphics accurately in the document and we studied about Graphic images and the three steps that are involved in obtaining them, the significance of special characters, which are nothing but the characters that are not readily available on the key board and finally we looked into the role played by Tables of Contents and indexes in long documents with many sections and topics.

We concluded this unit by looking at the difference between a Word Processing Program and a DTP and how the Word Processing programs themselves are now advanced enough to create stylish and complicated documents such as newsletters, brochures, charts, letterheads etc.

6.6   MODEL EXAMINATION QUESTIONS

I.   **Answer the following questions in about 40 lines each:**

1. What are the main features of the Word Processing program?

2. Explain in detail the steps associated with mail merge to create and print letters

3. What are the main features of the Desk Top Publishing program?

4. How do you create a Table of Contents and elaborate the importance of Indexes in a document?

II. **Answer the following questions in about 20 lines each:**

1. Discuss the importance of Revision Marks and Document Compare feature.

2. Write a note on Outlines.

3. Discuss about DTP and Word Processing

6.7   GLOSSARY

- **Word Processing Program:** It allows us to use computers to create, edit, format, print and store text material, besides other things**.**

- **Desk Top Publishing Program:** A desktop publishing system helps us to use different typefaces, specify various margins, and embed illustrations (which can either be created or inserted depending on how powerful the application is) and graphs directly into the text.

- **Page Layout**: It is the part of document design that deals in the arrangement and style treatment of elements or content on a page.

- **Graphic Images:** or **Computer graphics** or simply graphics or pictures, sketches that are created using computers and the presentation of image by a computer specifically with help from specialized graphic hardware and software. The term also refers to the images themselves.

- **Merge Printing: It** is a software function describing the production or printing of multiple (and potentially large numbers of) documents from a single template form and a structured data source by merging them.

6.8   SUGGESTED READINGS

1. Information Technology The Breaking Wave – Dennis P.Curtin , kunal Sen and others, Tata McGraw – Hill Publishing Co. New Delhi

2. Using Information Technology- Williams Sawyer Tata McGraw – Hill Publishing Co. New Delhi

3. http://office.microsoft.com/en-in/word-help/use-mail-merge-to-create-and-print-letters-4

4. http://www.gwydir.demon.co.uk/giles/winhelp/wp_pub.htm

5. How to create a table of contents in Microsoft Word -http://shaunakelly.com/word/numbering/tableofcontents.html

UNIT - 7:   WEB WRITING

Contents

7.0   OBJECTIVES

After reading this unit, you should be able to:

• explain the basics of web technology and websites

• manage content for the websites with specific emphasis on search engine optimisation

• distinguish learning to use web technology in communication

7.1   INTRODUCTION

In this unit we will look at the meaning and types of websites. We introduce you to website designing and writing for the web. We discuss webinars, DVDs, and CD ROMs. We will look at search engines and understand search engine optimization. We then move on to discussing the effectiveness of cyber media in communication and the impact of technology on communication. We are going to look at how a well-designed Website is easy to use, easy on the eyes, and reflects the personality of your Website. We address how the font or the text can be legible. We also learn to look for the size, color, and font of all text within your site to confirm that it can be easily read. Text on dark or fancy backgrounds is hard to read.

7.2   WEBSITE

A Website, also written as Web site, web site, or simply site is a collection of web pages. There are many Websites available on the internet and they target various types of users. The purpose of a Website may be to provide information, conduct an online business, a search engine, or for personal reasons like a blog.

To view a web page, you need a software application called a web browser. Microsoft's Internet Explorer (IE), Mozilla Firefox, and Google's Chrome are examples of popular web browsers. The information that is hosted in a web server is viewed at the user's location using the web browser. Web browsers can be available or installed on computers, mobiles, tablets, and so on. Hence it is easy to access a Website from a computer, mobile, or a tablet.

A web server is a computer, or combination of software and hardware, that holds the web pages of one or more Websites. Storing or holding web pages on a web server is called web hosting. A request for certain is sent from a web browser through the internet or a network and reaches the associated web server. The web server processes the request and sends the response to the web browser through the internet or the network.

Typically, a Website may be hosted on more than one web server across the globe. This improves the speed of responses from a Website. This also ensures that the web pages are available all the time even though a particular web server may have failed at some location. The World Wide Web (WWW) a collection of publicly available web pages. Often, people confuse the internet with the WWW also called the web. Internet is a collection of interconnected computer networks. The web is a collection of information that is presented in various formats. Therefore, the web is an application on the internet. Accessing various web pages is called browsing or web surfing.

HTTP or Hyper Text Transfer Protocol is the protocol used by the web. It specifies how information must be formatted and transferred from the web servers to the web browsers on the internet. A Website is identified on the network using an internet address known as a Uniform Resource Locator (URL). The URL of a web page uniquely identifies it on the internet or the private network. The URL is also called the web address of the web page. A webpage contains information which is formatted using languages such the Hypertext Mark-up Language (HTML) or Extensible Hyper Text Mark-up Language (XHTML).

A Website contains information presented in different formats. For example, information can be presented in text, graphics, videos, and so on. These formats are combined together to provide useful information to the user. A Website can be static or interactive. A static Website provides fixed information and there is very little interaction with the users. An interactive Website allows its users to interact with the Website owner. The users may be allowed to comment or edit the contents of its Website.

The following are the types of Websites:

- Business or corporate Websites: These Websites help large corporate or small businesses to create an online presence. This helps to promote their business.

- Ecommerce Websites: Many businesses offer their products online. Online businesses are very popular. It is cheaper to setup an online business than setup a shop in the real world. You will be saving on the real estate expenses.

- Informational Websites: All the news networks are available online. These Websites help users to receive news as it happens.

- Personal Websites: You can create a Website for your personal use. You can voice

your opinions, share your thoughts, and exchange ideas with your peers.

- Photo sharing Websites: There are many Websites that let share your photos online. They provide you with huge amounts of data so that you can store and share your pictures with friends and family. Yahoo's Flickr and Google's Picasa are examples of such Websites.

- Communities or forums: Users who have common interests can form communities or forums. In these forums, they can share their ideas or knowledge and exchange thoughts regarding topics of their interests.

- Mobile Device Websites: Many users prefer to browse the Web on their mobile phones or hand-held devices like a Tablet. All businesses have started creating mobile Websites. You can access a Website on your mobile device using a mobile web browser like Safari or you the related App.

7.2.1 Website Design

A Website attracts users with the content in it and the way the information is presented. Website design refers to the way the information is presented to the user. The design of the Website must be visually appealing. A well-designed Website catches the eye of a user. Planning is the key to a well-designed Website. The home page of a Website must be a very useful starting point. The viewer must identify what your site is about just by glancing at the layout. The purpose of your Website must be clearly visible to the user.

A well-designed Website is easy to use, easy on the eyes, and reflects the personality of your Website. The font or the text must be legible. Check the size, colour, and font of all text within your site to confirm that it can be easily read. Text on dark or fancy backgrounds is hard to read. Ensure that your site is platform independent. Your site must appear the same on both Mac and Windows computers. The content must be displayed properly on any commonly used like Microsoft's Internet Explorer or Mozilla Firefox. Ensure that your Website can be displayed on the most mobile devices.

All users may not have access to high speed internet connections or the most advanced computer hardware. Ensure that your Website needs minimum memory and does not require high bandwidth to display information. Ensure that your Website caters to the needs of the differently-abled users. For example, using the Alt-text option for images enables visually challenged users to identify what the image depicts. There are many languages and tools available for designing Websites. The simplest among them is html. You can edit html pages using WYSIWYG (What You See is What You Get) editors like Microsoft's Front Page or text editors like Notepad.

CSS: Cascading Style Sheets (CSS) lets you define how the html pages must look. CSS helps you to separate the look and feel of the Website from the content. So, while writing the content you do not have to worry about the design and rendering aspects of the Website. And while designing you can focus only on the design and not the content.

According to Webopedia, a Scripting Language is "A high-level programming language that is interpreted by another program at runtime rather than compiled by the computer's processor as other programming languages (such as C and C++) are. Scripting languages, which can be embedded within HTML, commonly are used to add functionality to a Web page, such as different menu styles or graphic displays or to serve dynamic advertisements. These types of languages are client-side scripting languages, affecting the data that the end user sees in a browser window. Other scripting languages are server-side scripting languages that manipulate the data, usually in a database, on the server. Scripting languages came about

largely because of the development of the Internet as a communications tool. JavaScript, ASP, JSP, PHP, Perl, Tcl, and Python are examples of scripting languages."

Web Template*:* If you do not want to design a Website from scratch, you can use a web template. When you use a web template, you do not have to worry about the layout, fonts, frames, graphics, or the colour scheme of your Website. All these elements of design are taken care of in the template. You do not have to be a professional webpage designer to work with a web template. A web template is a pre-designed webpage but it does not contain any content. You can later customize the web template using a simple text editor or a WYSIWYG editor to add images and links to other web pages. There are many free web templates that are available online. Free templates may not be useful for a complex Website. In such cases, you can use a paid web template which is also available online. Prices on templates vary depending on the degree of complexity.

Blogs: If you do not want to bother with designing and hosting a Website but you want to you own a Website, you can create a weblog. Blog is the short form of weblog. Usually, blogs are used for personal usage or by non-profit organizations. Blogger, Word press, Type pad, are a few examples of such blogs where you can create a space for yourself free of charge. These blogs give you the flexibility to customize the look of the Website. You can customize the Website to reflect your personality or the information that you are trying to propagate. You do not have worry about maintenance of the Website. The blog Website provider takes care of it.

7.2.2 Writing for the Web

After designing a beautiful Website, the content of the Website must be interesting enough to attract users. Writing for the Web is not the same as writing for printed material. Reading information on a computer screen strains your eyes. Therefore, the website must be designed well and must provide just right amount of information that your user may need.

Like all forms of writing, you have to write for the Web after analysing your audience and understanding the needs of your customer. Begin with an audience analysis. This can be done by answering the following "5 Ws and an H" questions:

- Who will be reading my content? – This includes the type of demographic of your audience. What is their background? What are their opinions and biases about the topic?

- What will they be expecting from my content? – What is their level of expertise? What do they already know about the topic?

- Where will they be reading it? – Will they be reading my content at home in leisure or rush through the information in an office or while commuting?

- When do they need my content? – Will they look for my content when they troubleshoot a problem?

- How will they be reading my content? – Will they use a computer or a mobile device?

The way you write for an experienced user is different from the way you write for an experienced user. Similarly, the age group or the background of your audience matters too. The examples and analogies that you will be using for each group must be different.

Peculiarities of Writing for the Web

You must understand the peculiarities for writing for the Web. The behaviour of Web audience is not the same as the behaviour of print audience. Web audience tend to scan through

content rather than reading through the information. They tend to read only what they want. Their needs are different too.

The following tips will help you write for the Web effectively:

- Use short sentences.

- Use simple language so that it can be understood by all types of users.

- Write in inverted pyramid format, that is, write your conclusion first and then explain your point.

- Use lists instead of paragraphs. Organize your information into bulleted lists and numbered lists.

- Include sub-headings in your content.

- Links in your web page must match the content in those pages.

- Organize your information into Frequently Asked Questions (FAQs) format. FAQs make information scannable.

Incorporate Search Engine Optimization (SEO) techniques while writing for your Website to increase the traffic. Adopting these techniques will help your Website find new visitors who are directed from search engines. These tips are listed in the Search Engine section of this chapter.

Parts of Your Website

A Website can contain many numbers of web pages.

The following web pages are recommended for any Website to better connect with your users and create credibility:

- Home page: This is the starting web page of your Website. The headline of your home page must grab the attention of your users to increase the traffic to your Website. It should be interesting enough to make users register to your Website or subscribe to the site's RSS feeds. Even though people use search engines to look for information, people tend to bookmark their favourite Websites and visit them often. Home pages are an important factor to form a favourable impression.

- About us page: The About us page provides the context and meaning for your product. It adds the human aspect to your Website. It creates a brand personality on the Web. It helps you gain credibility and trust. Try to include customer testimonies in this page.

- Contact us page: The Contact us page lets your customers, users, potential buyers, advertisers, and press to get in touch with you. The contact information must be visibly displayed to all visitors of your Website apart from the Contact us page. It must contain the address, phone number, and email address for your product or service.

Apart from these web pages, you may often hear about Landing pages. This page may or may not be your home page. In marketing terms, it is called a lead capture page. It may be linked from your social media sites. A page that opens when a user clicks a link that is listed in the search results is called a landing page.

Web Content Management System

A Web Content Management System (WCMS) is software that helps you author for the Web and, administer your Website. It may help you collaborate with other writers or administrators of your Website. It does not require advanced knowledge of web programming

languages. It helps you create and maintain the content on your Website. The type of WCMS you select depends on the type of Website you are building and needs of Website.

7.3 WEBINAR

According to Merriam Webster, a Webinar is "A live online educational presentation during which participating viewers can submit questions and comments." Webinar is short for web-based seminar. It can be a presentation, seminar, lecture, or a workshop that is available on the internet.

A Webcast is a presentation that is telecasted on the Web. A webcast is not the same as a webinar. A webinar is interactive but webcast is one-way communication. The audience and the presenter do not interact on a webcast.

The following are the types of webinars:

- To connect with customers.
- To discuss the latest in technology with your peers.
- To receive feedback from customers.
- To connect with partners or resellers.
- To educate or spread awareness.

You can use webinars as a platform to promote your product or service. The following are the models for promoting your products or services using a webinar:

- To launch a product: A webinar can be conducted to various groups of people to launch a product or service. Webinar is an effective to launch your product because you are covering many groups of people.

- Presenting to a set of potential buyers: You can discuss a particular problem faced by your potential buyers and how your product solves that problem. The buyers will then see the value of your product and will be willing to buy it.

- Promoting online trainings: You can conduct a free webinar which will provide a sneak peek into a particular training that you are offering. When the audience realises the importance of your training, they will be willing to pay for that course.

There are many software products in the market that help you conduct webinars. The following factors will help you select a product that will meet your requirements:

- Size of your audience: If you have a large group of audience, you need a product that can serve a large audience. If you have a small group, you will need a product that lets you to stream live video, allows screen sharing, or connect to a remote desktop.

- Kind of presentation: Do you plan to share slides? Will your presentation contain many transitions and effects? Do you want your audience to download files online?

- Reuse the webinar as marketing material: You may want to reuse your webinar as marketing material because not all your potential customers attend your webinar.

- Your budget: Most software products are not available for free. At the end of the day your budget determines the software product you buy.

7.4 DVD

A DVD is an optical disk storage device. DVD stands for Digital Video Disc or Digital Versatile Disc. A DVD can hold more than four times as much data as the CD. A DVD can

store 4.7 gigabytes of data on one side. It is enough to record a 133-minute video. With two layers on each side, it can store up to 17 gigabytes of video, audio, or other information. It is now the most common storage media to distribute games, videos, or software.

It was introduced in November 1995. By 1997, it was available all over the world. Philips, Sony, Matsushita and Toshiba jointly hold the license. Matsuhisa, was the company mainly responsible for the development of DVD. Philips, one of the first companies to make CD players, was also the first to make a DVD player. The invention of DVD, however, cannot be attributed to any one company.

7.4.1 DVD Formats

DVD-Video is the usual name for the DVD format designed for full-length movies. It can play on a player that connects to a television set. DVD-ROM holds computer data and is read by a DVD-ROM drive hooked up to a computer. DVD-Audio is a player of DVDs that replaced compact disc player.

The following list contains the various DVD formats:

- **DVD-R:** This is the most commonly used recordable DVD formats that is used by computer DVD writers as well as most DVD recorders. DVD-R indicates that it is a write-once format. Discs made in this format can be played on most current DVD players. DVD-R discs must be finalized after completing the recording process. Discs finalization is the process of closing a disc so that it played in another DVD player.

- **DVD-R DL:** A record-once format that is similar to DVD-R, but it has two layers on the same side of the DVD. DL stands for 'Dual Layer'. The recording time capacity on one side is two times the recording time capacity of the DVD-R. The recording format is the same as DVD-R, but the physical difference between a standard DVD-R disc and a DVD-R DL disc may cause some compatibility issues on some DVD players that can play standard single layer DVD-R discs.

- **DVD-RW:** RW indicates that the DVD is of recordable and rewritable format. It is promoted by Pioneer, Sharp, and Sony. If recording is done on Video mode and finalized, these discs can be played on most DVD players. The DVD-RW format has an additional functionality called Chase Play. Chase play lets you pause a live show but the recording of the show continues. When you come back, you can start watching the recording from where you paused without waiting for the show and the recording to complete. But this feature is available only in Video Recording (VR) mode. DVD-RW recordings made in VR mode may or may not be compatible with other DVD players.

- **DVD+RW:** RW indicates that the DVD is of recordable and rewritable format. It is promoted by Philips, Yamaha, HP, Ricoh, Thomson (RCA), Mitsubishi, APEX, and Sony. It offers a greater degree of compatibility with current DVD players than the DVD-RW. These discs need not be finalized at the conclusion of the recording process before you play it on another DVD player. The finalization process is performed during the actual recording process itself.

- **DVD+R:** This format is a record-once format. It was introduced and backed by Philips and other supporters of DVD+RW. It is said to be easier to use than the DVD-R. It can be played on most of the current DVD players. DVD+R discs must be finalized before they can be played on another DVD player.

- **DVD+R DL:** This format is a record-once format that is identical to DVD+R but it has two layers on the same side of the DVD. The recording time capacity is two times the recording capacity of DVD +R on one side. Most new PCs with DVD writers can

play this format. Standalone DVD recorders are slowly catching up too. The recording format is the same as DVD+R, but the physical difference between a standard DVD+R disc and a DVD+R DL disc may cause some compatibility issues on some DVD players that can play standard single layer DVD+R discs.

- **DVD-RAM:** This format indicates that it is recordable and rewritable. It is promoted by Panasonic, Toshiba, Samsung, and Hitachi. It is not playback compatible with most standard DVD players and is not compatible with most DVD-ROM computer drives. Due to its random access and quick writing speed, it allows the user to watch the beginning of a recording while the DVD recorder is still recording the end of the program. This is called as "Time Slip" and is similar to the chase play feature. The DVD-RAM format is capable of on-disc editing. Its quick access speed lets you can rearrange the playback order of scenes and delete other scenes from playback, without completely erasing the original video. But the recording mode is not compatible with playback on most standard DVD players.

Note that there is no 100% guarantee that any DVD you create or burn with your DVD recorder will play in all DVD players. DVD you have made using your DVD recorder may or may play on the most current DVD players. It depends upon the format used in recording the DVD.

7.4.2 Regional Codes

A Digital Rights Management (DRM) technique used on DVDs is the application of regional codes. DVD players have a regional code locked in them and they can play only those DVDs which contain the same regional code or no code at all. In America, DVD player manufacturers are required to use regional codes. These codes are for allowing film distributors to control the release, the content of the DVD, release date, and price, according to the region. There are eight regional codes. A DVD can use one code, multiple codes, all codes, or no code.

7.5   CD ROM

CD stands for Compact Disk Read Only Memory. These are optical disks that store information. CDs have replaced floppy disks. CDs have the capacity to store 700 MB of data. That is, you can store up to 80 minutes of music on a CD. The most commonly available size of a CD-ROM is 120 mm in diameter. But there are many smaller Mini CDs with 80 mm in diameter. There are non-standard sizes and shapes too. It is the most inexpensive and portable storage media available now. It most common storage media used to backup data that is on your computer. You can easily label and store it.

- **CD-ROM:** CD-ROM stands for Compact Disc Read Only Memory. It is mainly used for distributing audio CDs and computer games. Computer users can only read data and music from the discs. But they cannot copy or burn their own data from their computer onto these discs.

- **CD-R:** CD-R stands for Compact Disc Recordable. It is used for copying or burning personal data, music, videos and information. Many software products are available to help you burn specific types of media or data. After you choose the option to burn data on a software product, you cannot play it on a CD player even if you have music files on the CD. It treats the music files as data. A CD burnt as a data disk can be read only by a CD drive on a computer. You have to select "Audio CD" option to burn music or "Data" option to burn documents and files. Many CD-R drives contain a feature called multisession recording. It helps you to keep adding data to a CD-ROM for a period of time. This is useful when you want to use the CD-R drive to backup CD-ROMs.

- **CD-RW:** CD-RW stands for Compact Disc Rewritable. It can be erased and the CD turns blank. You can then copy files on the CD again. You can copy files multiple times. However, CD-RWs are not very popular because they are not compatible with most disc players to listen to music. You can use them for backing up data.

According to howstuffworks.com, "A CD is a fairly simple piece of plastic, about four one-hundredths (4/100) of an inch (1.2 mm) thick. Most of a CD consists of an injection-moulded piece of clear polycarbonate plastic. During manufacturing, this plastic is impressed with microscopic bumps arranged as a single, continuous, extremely long spiral track of data. Once the clear piece of polycarbonate is formed, a thin, reflective aluminium layer is sputtered onto the disc, covering the bumps. Then a thin acrylic layer is sprayed over the aluminium to protect it. The label is then printed onto the acrylic."

7.5.1 Transfer Rates

CD-ROM drives are rated according to the speed at which they spin a CD and this compared with the speed of playing music CDs on a CD player. If a CD-ROM is read at the same rotational speed as an audio CD, the data transfer rate is 150 KiB per second. This rate is called 1x. The transfer rate from depends upon the speed at which the disk is spun. For example, a CD-ROM drive that can read at 8× speed spins the disc at 1600 to 4000 rpm (rotations per minute). We have CD-ROM drives that have a transfer rate of up to 72x.

7.6 SEARCH ENGINES

A search engine is a set of programs that lets you look for information on the internet. Examples of search engines are Google, Bing, Yahoo, AltaVista and so on.

The following are the types of search engines available today:

- Some search engines lets you search from a number of search engines and displays the results in a list. Dogpile and Yahoo are examples of such search engines.

- Large corporate Websites lets the user to search for information within their Website.

- Some search engines are for certain topics. These search engines browse and index web pages of a certain topic. For example, bookhitch.com is a search engine for books.

- Some search engines lets you use natural language instead of keywords for searching. For example, you can search for the meaning of journalism by typing "What is Journalism" instead of the keyword "journalism". Ask Jeeves (http://www.ask.com) is an example of a natural language search engine.

- You can search using an image instead of a keyword. You can upload an image or type the URL of an image and the search engine displays similar images. The Google images search engine contains this feature.

A search engine contains the following components:

- A spider also called a crawler. A spider reads every page in a Web site that must be included in the search results. This action of the spider is called crawling the web pages. It browses the internet for Websites. It uses the hypertext links on the pages to navigate and read other pages on the Website.

- A program that creates an index from all the pages that have been crawled.

- A program that accepts search requests and compares them with the entries in the index. This program then returns a set of web pages that match the search request.

7.6.1 Search Engine Algorithms

Every search engine uses a different algorithm to match web pages to a specific search request. A search engine algorithm is a set of rules that the search engine uses to determine the significance of a web page. These rules also determine whether a web page is real or just spam. It tries to evaluate whether the web page contains any significant information that people would be interested in.

The algorithms contain many factors to rank and list results for every search request. Every search engine uses a different algorithm and they do not reveal them to the outer world. The following list contains some common factors used by most search engines:

- One of the most common factors a search engine algorithm checks for is the relevancy of the page. The search engine scans for keywords or looks at how these keywords are used in the web page.

- One of the most common factors is the number of pages a search engine indexes. A search engine may have more pages indexed, or index them more frequently.

- Click-through rate is a measurement of the proportion of visitors who responded to an advertisement that redirected them to another page where they might purchase an item or learn more about a product or service. Pages with a high click-through rate are ranked higher in the list of search results.

- Page Rank is an algorithm that was named after Larry Page, the co-founder of Google. It evaluates the number of times a web page was linked. The number of times a web page is linked by other web pages indicates the popularity of that web page. If a web page is linked many times, it may be ranked higher in the list of search results.

- Some search engines rank web pages that are suspected of spamming lower in the list of search results.

7.6.2 Search Engine Optimization

A good understanding of the most common search engine algorithms helps you improve the ranking of your Website in the search results. This process of improving the visibility of your Website in the search results is called Search Engine Optimization (SEO). Note that the web page appearance in the search results must be unpaid.

The following list contains tips for SEO:

- The location of the keywords is an important factor. Web pages that have the keywords in the title, as well as within the headline have a higher probability of appearing in the top of the search results.

- The first few lines of the text will rank better for that keyword than websites that do not have these keywords.

- The frequency of the keywords also is important. If the keywords appear frequently, the Website will rank better. But the keywords must not be repeated unnecessarily. Repeating a keyword in the content of a web page to increase the page ranking is called keyword stuffing.

- Link building is a technique used to increase the traffic to a web page thus increasing the page rank of that web page. Link building is the process of linking your web page from other web pages.

Google Analytics deserves a special mention while discussing about SEO. Google Analytics is a service offered by Google. It is a report that contains detailed statistics about a website's traffic and traffic sources and measures conversions and sales. This service helps marketers to design and improve the content on their web pages. It is the most widely used website statistics service. The basic service is free of charge and you have to pay for the premium version. Google Analytics can track visitors from all referrers, including search engines and social networks, direct visits and referring sites. It also provides data of advertising, pay-per-click networks, email marketing material, and links within PDF documents.

7.7 MEASURING THE EFFECTIVENESS IN COMMUNICATIONS

With the advent of cyber media or social media, the scope communications has widened. Everyone can now distort or reinvent messages regarding an organization. It was never easy to control these messages and now with the use of social media, it has become impossible. But the advantage of using social media is that it is now easier to measure and quantify the effectiveness of public relations. There is a huge web data available and there are many number of tools to track the data.

6 Principles / 6 Directives

Social Media Can and should be Measured:

However, there is no agreed standard industry for measurement of communication. There is no way to measure the worth of Facebook followers of any product. Similarly, there is no way of calculating the worth of retweets from an organization.

According to AMEC (International **A**ssociation for the **M**easurement and **E**valuation for **C**ommunication), the following is the definition of social media channels:

Social media channels include three core categories of content:

- Paid, including Sponsored Tweets, Facebook ads, paid SEO, coupons, and so on.

- Owned, including company web sites, hosted online communities, brand pages in social networks, branded YouTube channels, and so on.

- Earned, including third - party discussion on social networks, comments on sites and branded pages, re-tweets by third parties, consumer-generated videos, and so on.

- To be considered social, the channel must allow a dialogue or have collaboration tools.

The following can be named as the appropriate channels:

- Blogs.

- Social networks such as Facebook, Google+, and LinkedIn.

- Microblogs such as Twitter.

- Video and image sharing sites. For example, YouTube, Vimeo, Flickr, and Picasa).

- Social bookmarking aggregators. For example, Digg, Redit, and so on.

- Podcasts and other audio posting and sharing sites.

- Forums, message boards, and other online communities.

- Wikis that allow groups to share and edit content.

- Data or presentation sharing sites such as SlideShare.

Social media measurement success stands or falls on the quality of content analyzed.

Information to be made explicit:

- What content is included from which channels
- Depth of scraping
- Whether data is captured and stored, or just streamed
- If content is stored, how long content it is to be stored
- Multi-lingual capture and whether native-language queries are used
- Translation software used, or human
- How irrelevant content from bots, spam blogs and aggregators is filtered
- Time period of content collection
- What counting unit is being used

The following Barcelona principles affect measurement of effectiveness of social media in communication:

- Organizations must clearly define goals and outcomes for social media.
- Media content analysis should be supplemented by web and search analytics, sales and CRM data, survey data, and other methods.
- Social media measurement is a discipline, not a tool; there is no "single metric" for performance, impact or value.
- The correct approach to measuring social media will utilise a tailored valid metrics grid based on each programme and organization's individual objectives.

The following are the recommendations from AMEC for the future:

- Cannot define or manage purely within the communications silos.
- Need to engage stakeholders across the organization.
- Need to define linkages with business process, marketing objectives, and so on.
- Need to integrate social media with other data (web analytics, search data, sales reports, surveys) to evaluate trends and correlate data for insight.

7.8 IMPACT OF TECHNOLOGY ON THE PROCESS OF COMMUNICATION

Take the daily routine of a person in this tech-savvy world. The day begins with a "good morning message" on social networking sites and ends with a "goodnight" on the same website. The social networking sites are a world in themselves, like a virtual world! There is the incessant use of mobiles and the Internet for communication, the whole day. To make the process quick and easy, there are modes like emails, teleconferencing, video conferencing, networking sites, etc., among other tools. Mobiles, emails, and social networking sites are the most popular means of communication among the current generation.

Positive Impact

Technology has transformed the once big and far world into a tiny global village. Thanks to technology, we now have the power to communicate with anybody on the other side of the world. The points below summarize these benefits.

- *No Barriers:* Communication is now easy; in case of situations when you want to convey something urgently to someone, mobiles and emails come in handy.

- *Strengthened Relations:* Technology has made it easy to keep in touch with old contacts, and has also helped strengthen relationships.

- *Better Solutions:* Technology has brought the world closer and promoted exchange of thoughts to find better solutions to any problem.

- *E-schools:* Services like video-conferencing has made it possible to give best education to students via expert faculty on the web.

- *Impact on Relations:* Finding someone to date was never so easy, thanks to the dating and chatting websites! No one would disagree if I say – Technology is the rationale behind the success of long-distance relationships. Video chats and social networking sites have played a big role in keeping people in touch.

- *Development:* Technological advancements in the modes of communication have promoted faster decision-making, and led to the development and progress of the world. Video conferencing has played a considerate role in promoting faster decision-making. Most of the businesses depend on technology for communication.

Negative Impact

The most prominent negative effect of technology – the charm of the good old world is missing. The letters and lengthy face-to-face conversations have gone away, and have been replaced by texting or chatting. See the below given points for details.

- *Impact on Interpersonal Communication:* The current generation lacks essential interpersonal skills (the ability to express the ideas and thoughts to others face-to-face). A major reason for this tendency is increased frequency of communication through texting and chatting on websites.

- *Effect on Nonverbal Communication:* Technological means have also affected nonverbal communication. Lack of face-to-face interaction has reduced the nonverbal grasping power of individuals.

- *Near yet Far:* Teenagers especially are always hooked to the social networking sites. They are closer to online friends, but the gap between parents and kids has increased considerably. Communication is missing, parents are not technology savvy and not used to the communication styles of their kids, and this has increased the generation gap.

- *Reduced Social Interactions:* Consider the socializing among people. Life has changed a lot; there are no social meetings and get-togethers (the frequency has reduced). People are more bothered about their online life rather than the real social life.

- *Has Led to Many Addictions:* People have literally become addicted to the Internet and cell phones, and this addiction has led to many anxiety disorders. People addicted to the Internet feel lonely and isolated.

- *Malicious Motives:* Many people abuse the social networking sites and communicate to unsuspecting beings pretending someone else. This tendency of people has done more harm than good.

7.9 SUMMARY

In this unit, after an initial orientation to the World Wide Web and what it facilitates for the masses, we discussed the various aspects that makeup the cyber world. In a short but succinct introduction to the web world, we have also examined how to create websites and how to write for websites that demand different writing skills. Especially we have dealt with search engine optimisation which is the most critical aspect of writing for web. After this we

have also elaborated on the effective use of cyber media in communication and learnt how to measure its success. In the end we have discussed the impact of technology on communication.

7.10 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. Explain the Impact of Technology on the Process of Communication.
2. Explain the role of Search engines and explain Search engine algorithms and SEO.

II. Answer the following questions in about 20 lines each:

1. What is website? Briefly examine the various types of websites.
2. Explain in brief webinars.

7.11 GLOSSARY

- **Cascading Style Sheets or CSS:** *CSS* lets you define the look and feel of a web page.

- **Hypertext Mark-up Language or HTML:** *HTML* lets you format your web pages.

- **HTTP or Hypertext Transfer Protocol:** *HTTP* is the protocol used by the web. It specifies how information must be formatted and transferred from the web servers to the web browsers on the internet.

- **Search Engine Optimization or SEO:** *SEO* is a technique employed by Website owners to increase the traffic to their Website.

- **Uniform Resource Locator or URL:** The *URL* of a web page uniquely identifies it on the internet.

- **Web Browser:** A *Web browser* lets you view a web page from your computer or a hand-held device.

- **Web Content Management System or WCMS:** *WCMS* lets you create and maintain content on your Website. It helps you manage and collaborate your Website.

- **Web Template:** A *Web template* is a premade design for a Website.

- **World Wide Web or WWW:** *WWW* is a collection of publicly available web pages.

7.12 SUGGESTED READINGS

1. http://en.wikipedia.org/wiki/Website_content_writer
2. http://www.nngroup.com/topic/writing-web/
3. https://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf
4. http://www.webdesignerdepot.com/2009/08/20-tips-on-how-to-write-for-the-web/
5. http://www.brainpulse.com/im-ppc/seo-services.php?gclid=CJK44I7WhLoCFeUE4gods18ANg
6. http://searchengineland.com/hummingbird-has-the-industry-flapping-its-wings-in-excitement-reactions-from-seo-experts-on-googles-new-algorithm-173030
7. https://theparentcentre.org.za/impact-of-technology-on-communication/

UNIT - 8:   E - JOURNALS

Contents

8.0   OBJECTIVES

After reading this unit, you should be able to:

- appreciate the role of web in maintaining internal relations

- describe the role of online newsletter in an organization

- explain what an e-journal is and how to write for the same.

- expound what an internal email and how to compile an internal emailing list

- analyze the significance or importance of internet security

8.1   INTRODUCTION

One of the important activities of journalists, public relations professionals is preparation of written, visual, or audio material intended for dissemination through public media with reference to a variety of matters or ongoing events of public concern. It is humanly impossible to have thorough knowledge of all the human activities and specialization is called for in certain subjects. It is, therefore, imperative that some journalists focus on specializing a particular subject say on defense and strategic affairs, economics, international relations etc.

Specialization obviously demands access to information about the subject being specialized and this in turn requires access to information sources that are authoritative, authentic and thoroughly informative. journals come handy here and regular subscription to them is a common practice among journalist who are specialist writers and subject matter experts.

Journals are newspapers or academic magazines that are published at regular intervals and deal with a particular subject or professional activity. They contain articles written by experts in their respective areas or by professional who acquired expertise by practicing a

profession over a period of time and/or by research. Journal articles are, therefore, written for experts or students of that particular field who have an advanced field-specific vocabulary and knowledge.

Before the internet entered the world stage, journals were totally confined to print medium and the internet has ushered in journals in digital formats (e-journals), and now they are available both ways. Electronic journals can be accessed via electronic transmission.

One of the easiest ways for a company to reach its people, be it for mailing its online newsletters or sending any other information online, is to have an e-mailing list. A collection of email addresses of the employees, management, customers, prospective customers in the form of emailing list makes the task of reaching them through emails easy and hassle-free. Since the presence of computers and dealing with networks is inevitable for all online activities, it is very important to take care of their security, particularly the safety of software that runs on them. Highly valuable data that has been painstakingly gathered over a period of time is stored on the computers and its safety, integrity and preservation is vitally important. It is therefore very essential to make them immune to attacks from harmful viruses, worms etc. and installation of antivirus software, firewalls and other security mechanisms become inevitable.

8.2   WEBSITE AND INTERNAL COMMUNICATION

Internal communication is said to play a vital role for the employees and organization as it produces better results. (Smith Lynn & Pamela Mounter). If used effectively at all levels within the organization, it can lead to an organizations success. Effective internal communication strategy within the organization can make employees act as marketers to the outside world where they spread the companies name among their social circle like friends, family, relatives, shareholders etc. So, organizations should use internal PR effectively so that it can help make the employees become brand ambassadors, and build their brand in the market.

In order to enhance and develop successful communication, internal communicators must possess an understanding of the organization's goals, business strategies, customer service, and the communication process. That understanding is then conveyed through every department of an organization, through traditional means like memos, emails or newsletters, but also in today's "cyberactive" business world, through social media channels, websites, YouTube, and other online channels like intranet.

Once employees have a clear understanding of the organization's goals, products, and services they are better prepared and equipped to represent the company's name and reputation when directly communicating with customers.

Role of website in Internal communication: Until the web came into existence, one of the means through which internal communication was carried out was the House Journal. Another is the periodic addresses by top management to all or groups of employees. Both have limitations if a company is spatially distributed or if the size of the employees is large. Sending a house journal can be time consuming and expensive and addressing or communicating with geographically diffused audience at the same time from a fixed location is very difficult if not impossible. However, communicating with employees cannot be done away with as it is very essential and the effective answer for this is a website hosted on the intranet.

An intranet is an internet not connected with any other network and confined solely to the company/organization/enterprise. The intranet is shielded from the public networks and therefore the information stored here cannot be leaked out or accessed by non-company members. The access therefore is confined to only those people who have an exclusive User ID provided by the company.

Almost all global companies and important departments of governments have their own intranets. The intranet can encompass one building or several buildings within one city or in different cities. The intranet can also be global but the more extensive an intranet embracing several offices within or across countries the more vulnerable it is for hacking or break ins. The architecture and design of such intranets should be strong enough to prevent this.

Role of Intranet: The information about the company's activities, which divisions or sections deal with what type of matters what are the hierarchies and how they can be communicated must be widely known. This information can be put on the company's internal website hosted on the intranet. Everybody may not have a PC but some PCs with limited functions can be installed in the company's premises like employee's library, cafeteria, reception room etc. and employees can be given the User IDs so that they can log in at the time of their convenience and access the company's website and then gain information. They can also send emails from these PCs or send SMSs through their Smartphones like Blackberry to the email accounts of the members of the staff directly or to a common address from where they can be sorted out, read and acted upon.

Further in these days when having a PC., Laptop or a Smartphone is quite common, one can access an internal website right from the place where one is sitting in the office or even from the comfort of one's home or while one is on the move.

Intranet also offers the facility of limiting the access to information. Companies and governments have various departments and each department may have special needs for its staff. So, material prepared for each such group can be put in websites and if some are not to gain access to them, such blocking could also be done. Material prepared may be sent selectively to pre-selected addressee groups. Software is available on order to classify the addressees in to various categories and for authorization of dissemination of particular types of information to some and not to all.

8.3 ONLINE NEWSLETTERS

An online newsletter (also known as an ezine, an e-mail newsletter, or enews) is an electronic magazine or electronic version of paper-based newsletter, delivered via email, or published on the Web. It is normally aimed at a selectaudience and deals with a narrow subject matter, and at times circulated within an organization. Usually, it is published at regular intervals. The select audience or interested people may be potential buyers of a product or service or employees of a company or members of an organization like charities, environmental groups, political parties, etc.

Online newsletters can be subscribed to online, can be distributed online, and they let readers know what to expect from the company or the organization in the upcoming months. Audience should be able to access the online newsletter from the company's web site. A company can put a page on its web site or a link on the first page of the web site and viewers can click the link and gain access to the newsletter. In the alternative, viewers can provide their email address and join the mailing list to receive the latest edition of the online newsletter and future editions as well.

8.3.1 Advantages of Online Newsletters

- Unlike hard copy newsletters online newsletters are easy to read, and offers readers links to websites and other interesting material. Since it arrives in the reader's email Inbox, the chances of someone missing the letter due it being misplaced by a post man or being delivered at wrong address etc. is less. The company can rest assure that it reaches the intended person. If the recipient doesn't want to read them, they can be easily deleted.

- Online Newsletter is not only a tool for communicating with a group of interested people, but it also engages their attention and strengthening their loyalty and commitment to the company or the group or the organization to which they belong.

- Online newsletters, saves postage or paper or printing.

- Readers of the online newsletter can respond with an order to buy from the company, if they find something that interests them in the newsletter or in the case of an employee it can be a source to bring forward his views or opinions or grievances. If the newsletter is that of a charitable or voluntary organization an individual can indicate his or her willingness to volunteer to work for the same.

- Online newsletters are definitely a high-powered, easy to use tool for bringing together, buyers or members of an organization or employees of a company and they act as an interface between various stakeholders of the company or the members of an organization.

- Online newsletters are a phenomenon of the Internet, and they are essential for the success of the company. These newsletters are used to inform the employees and also as marketing tool designed to get more clients and more business.

8.4   E - JOURNALS

An e-journal (electronic journal) is a journal is a periodical publication which is published in electronic format, usually on the Bitnet or the Internet. Also know as electronic serials, they are scholarly journals or intellectual magazines that aim at providing material for academic research and study, and they are formatted approximately like journal articles in traditional printed journals. Some electronic journals are online-only journals; some are online versions of printed journals and are also available on a CD, and some consist of the online equivalent of a printed journal, but with additional online-only material like Video and interactive media.

Most commercial journals are subscription-based, or allow pay-per-view access. Increasing number of e-journals are now available as open access journals, requiring no subscription and offering free full-text articles and reviews to all. Individual articles from electronic journals will also be found online for free in an ad-hoc manner: in working paper archives; on personal homepages; and in the collections held in institutional repositories and subject repositories. Some commercial journals offer free materials. They may offer their initial issue or issues free, and then charge thereafter. Some give away their book reviews section for free. Others offer the first few pages of each article for free. Most electronic journals are published in HTML and/or PDF formats or in XML, SGML, but the most common being HTML and PDF

Electronic journals have several advantages over traditional printed journals:
- We can search the contents pages and/or the full text of journals to find articles on a certain subject.
- Electronic journals provide publishers and readers an opportunity for wider dissemination of knowledge than previously possible through print publications
- Electronic journals can incorporate features that improve on or go beyond the features that have traditionally been available in print publications like images and audio-visual material.
- We can read journal articles on your desktop, and don't have to be in the Library.
- The article that we want to read will always be available, even when the Library is closed and it can also be emailed by the reader to himself or download it for printing.
- Hypertext links allow you to move to different sections within individual journals or articles and can link you to related resources on the Internet.

- Journals can be interactive - we can e-mail the author or editor with your comments
- Can be read by different people simultaneously
- Cannot be stolen, mutilated, lost or vandalized etc.

There are certain disadvantages as well. Some of them are

- Access to them may be temporarily unavailable due to technical reasons like network break down or virus attacks etc.
- Users should keep their browsers, and other multimedia software up to date to access all the features of the journal and they should keep their web applications in pace with the latest web technology.
- Specially, skilled manpower is needed to manage e-journals
- Authentication or the originality of the content can be a problem

8.5   WRITING FOR E-JOURNALS

Just like its print counterpart, e- journal authors should keep in mind that they are still writing text and the same care and consideration to write clearly and concisely, free from grammatical errors, and paying attention to the overall aesthetic of an article and to editors' comments, is needed for an electronic journal article as well.

In addition to the above, mentioned things the electronic features such as hyperlinks, graphics, sound, etc., that are normally an integral part of an e-journal should be related to, and not be a distraction from, the points raised in the article.

Hypertext Links

Hypertext is text displayed on a computer display or other electronic device with references (hyperlinks) to other text which the reader can immediately access, Hypertext links assist readers move within a single document itself or through a collection of documents that comprise an article and can help them to navigate within a document to find related resources that are found within the document or on the Internet. The hypertext pages are interconnected by hyperlinks, typically activated by a mouse click, keypress sequence or by touching the screen. Helpful links within a document may include those between a table of contents and in-text headings; between reference items and related abstracts etc.

Links that lead to other internet resources normally refer to other websites or relevant research institutes or any other website which is pertinent to the topic under discussion or study. When authors want to include hyperlinks in the document, they should suggest to the editors the places in their articles where they believe a hyperlink to another Internet site would be useful. Journal editors will make a judgment about these suggested links.

Editors normally see if the inclusion of the hyperlink is relevant to the point that is being addressed in the article. They also focus on the word or words chosen as the hyperlinked text should provide a clear indication of where the link will go. If the author wants to include links that are not directly related to sections of the article, they may place them either at the bottom of the article as a footnote or as an appendix.

Graphics

Graphics have become a common place in almost all journals and it is difficult to imagine a journal particularly an e-journal without graphics. Pictures and figures can accompany print articles as well as electronic articles particularly we find a number of color graphics and also animated graphics. An articles appeal can be enhanced by presenting a series of pictures illustrating a point as it is often said that a picture worth more than a thousand words.

At the time of writing for an e- journal authors can supply images to enhance the message of the text, or they may suggest places where images can be inserted. Again, authors should consider whether the pictures actually do add information for the reader rather than distract from the presentation. They should be aware that a large number of graphics on a page slows down the loading time of that page. Despite these cautions, there are some articles that may be greatly enhanced by the addition of a whole series of graphics.

The graphic file formats that are normally used on the Web are .gif and .jpg, authors should consult the editors for more details if they intend to use other formats. Authors should take care of the copyright and other issues related to, including pictures in electronic journal articles and take the consent of the photographer or artist before making the picture available on the Web, and if the graphic relates to any identifiable individuals in the picture then he or she must agree to have his or her picture available on the Web.

Audio and Video

Audio and Video set the e-journal apart from the traditional print journals. This feature is, unique feature to electronic journals, when compared to print, journals. Providing the Audio and video input as an appendage to the text of an article can enhances its appeal and adds punch to the article. When authors want to include audio or video segments along with their text, they should provide either taped material or electronic files. If an audio- or videotape is provided, the author should indicate to the editor what part of the tape is to be used. (For example, "Please start with the part where the" PM talked about the Budget.")

At times, the audio or video of a speech, lecture, interview, etc. is presented independently without any article to support it. In both the cases it is prudent to keep clip short (a few minutes or less), and several file formats, such as .au, .wav, or. midi formats can be used. If the segment is long and graphic animation intensive, it could be presented in a streaming medium, such as through Windows Media or Real Media.

Internal e-mails

Internal email is electronic mail that can be read or sent from inside an online route. In a large organization with many employees, there is frequently an internal email system. Sending internal emails is a key line of communication for many companies. It enables employers to notify their employees of upcoming company events, product launches, HR changes, to foster relationships with employees.

Internal Emails have replaced memos and are intended for internal company distribution and normally they deal with the company's business-related activities. It is therefore, important to follow certain guidelines while writing an internal E-mail .

1. General Principles Writing an Internal Email

When we write an Email, we try to provide information to one or more people. Since most people's time is generally limited, the information should be kept short and succinct. Since you are writing for business purpose try to address the point directly. There is no need to write an introduction or a lead paragraph as the individual to whom the mail is addressed may already know the background. However, send by email attachment appropriate amount of supporting detail or documentation if needed. Always suggest the next course of action or steps that needed to be taken if needed or come up with a firm or decisive conclusion.

The Subject line should contain the emails core or essence of subject matter. Also include any important dates, such as the deadline, or meeting date, if pertinent.

The CC: line is optional, and a good way to keep others informed as an FYI.

2. Body of the Email

1. State clearly why you are writing the mail, preferably in the opening paragraph itself. Bring out the problem or issue that is being addressed straight away in a plain and – straight forward manner. Do not indulge in roundabout expression or complex sentences or words that are likely to be misinterpreted.

2. Provide detail information and the required data in support of the problem or issue under discussion or the purpose for your mail.

3. At the end of the mail summarize whatever your opinions or findings and discuss the next step or steps that needed to be followed. If a response or action is needed from any of the people receiving the Email, be sure to highlight this need in your summary. Include due dates and/or time frames here.

Watch for your spellings as spelling errors can send a wrong message about the professionalism of the sender. Always set your spell check on to automatically check each email before it is sent. Conclude the email by signing off with proper gestures. Most email programs like MS Outlook, allow you to create an automatic signature that will be inserted at the bottom of every email you send. Include your name, title, company name, and contact information. If your company requires a confidentiality statement make sure to add the same at end of the email.

Compiling an Internal e-mailing list

Electronic Mailing List is a special usage of email which allows widespread distribution of information to a large number of users like members of an organization/potential customers/ subscribers/sample audience for a survey etc. There are many different kinds of lists including consumer or business list, internal or external list, and compiled or direct response list. An internal list might consist of customers, prospects, vendors, employees, or lapsed customers

A. Compiling an Internal e-mail list of Employees

Create a spreadsheet using MS Excel and then circulate it to all the members of the staff either by e mailing it to them or by physically sending the hard copy to the desks of the members or to the place of their work at the shop floor etc. and ask them to include their names, designation, addresses, email address, and phone numbers etc. that are intended to be placed on the mailing list. After the spreadsheet is full, merge it with an email application like MS Outlook. This helps all the members of the staff to gain access to the emails of all their colleagues. These programs also allow sending mass emails to those on their list.

B. Compiling an Internal email list of Customers/Vendors/Prospects etc.

- One of the easiest ways to compile a mailing list is by adding an email capture box to the website to gather email addresses and other information. To encourage people, we can also offer something free for giving the email address like information about the products or gift vouchers/hampers, or updated report about the company's performance free catalogue or newsletter etc.

- Other way to do is to create a forwarding email address box to gather email information or install an email capture software program that will capture and store all emails in a spreadsheet format.

- Request email addresses from customers at the time of purchase.

- To gather information about vendors or suppliers or wholesalers etc. use the Internet to visit their corporate websites to determine who the best person (normally it could be

either a sales manager or marketing manager) in the company to contact. Send marketing materials such as brochures, postcards, coupons, and other materials to that person to generate interest and then take his permission to include his/her email address, his/her name, business address, and phone number and then add it to your spreadsheet

- Attend trade shows and trade fairs and then set up a stall at a trade show or fair where your potential customers are most likely to attend. Encourage people to visit your stall by offering free gift and ask them to fill up a form wherein they can provide their email address and other details. Persuade people who visited your stall, by offering additional gifts or incentives to them, to bring in more people to the stall and make them fill the forms.

Revise your mailing list every two or three months. Contact those on your list to see if they are still interested in your goods and services. Remove those who are not. Continue to build your list.

C. Electronic Mailing List

The Electronic mailing list has two major components

1. Mailing List – a List of names and addresses
2. A reflector address- when a message is sent to this address, this reflects/ or the reflector sends the message to all the addressees in the mailing list

Electronic Mailing is fully or partially automated through special Mailing list software and a reflector address that are set up on a server capable of receiving Emails. Incoming messages to the reflector address are processed by the software and depending on their content are acted upon internally (when there are commands directed at the software itself) or are distributed to all the addresses in the mailing list.

Depending on the software, additional addresses may be set up for the purpose of sending commands. Many electronic mailing list servers have a special email address in which subscribers (or those who want to be subscribers) can send commands to the server to perform such tasks as subscribing and unsubscribing, temporarily halting the sending of messages to them, or changing available preferences. The common format for sending these commands is to send an email that contains simply the command followed by the name of the electronic mailing list the command pertains to. Some list servers also allow people to subscribe, unsubscribe, change preferences etc. via a website.

Electronic mailing list servers can be set to forward messages to subscribers of a particular mailing list either individually as they are received by the list server or in digest form in which all messages received on a particular day by the list server are combined into one email that is sent once per day to subscribers. Some mailing lists allow individual subscribers to decide how they prefer to receive messages from the list server (individual or digest)

D. Mailing List Services

Many free web-based services offer an excellent way of running and maintain mailing lists. Amongst the most famous are Yahoo Groups, MSN Groups, and Google Groups.

Internet Security Issues

Technologies and inventions are user neutral and they do not distinguish a friend or foe or an angel or devil. They can be used for the benefit of the society as well as for the detriment of the same. Social mores and government regulations control the misuse of technology and enhance its benefits.

Internet being so extensively present, there is every likelihood of unsavory elements abusing it and causing harm to the society. There are various harmful activities that can be carried out by using the internet and equally there are various means through which these can be checkmated.

Definition

Internet security is a branch of computer security specifically related to the Internet, often involving browser security but also network security on a more general level as it applies to other applications or operating systems on a whole. Its objective is to establish rules and measures to use against attacks over the Internet.

The Internet represents an insecure channel for exchanging information leading to a high risk of intrusion or fraud, such as phishing, Hacking, Cyber Squatting, to name a few. Different methods have been used to protect the transfer of data, including encryption.

Viruses and Protection Systems

Computer virus is also a program. But it is aimed at harming the computer. A computer virus can be defined as malicious, harmful self -replicating program which makes the computer to malfunction. Viruses destroy the data stored in a computer. It is difficult to predict how a computer works when it is infected by a virus. Therefore, virus is sometimes defined as an acronym for "Vital Information Resources Under Seize."

Computer viruses spread in the same way as disease causing viruses spread in humans. Contagious disease-causing viruses spread from person to person through air, water or by contact. Similarly, computer viruses spread from one computer to another through portable storage devices like CDs, Pen drives, emails, pornographic websites etc. That means when a file infected with a virus is copied on to the storage device and used in another computer, the virus automatically spreads to the other computer also. Similarly, when a harmful email is opened the virus gets planted on to the system.

Types of Computer Viruses

Computer viruses can be classified depending up on the type of damage they cause and the methods they adopt in spreading form one computer to the other.

Boot Sector Virus: The first sector of a floppy disk or hard disk is called the Boot Sector and contains important information Boot Sector Viruses affect only the Boot sector of a storage device. These viruses were very rampant when most PCs were being run by DOS. This type of virus can be detected by the size of command.com. file. If the size is bigger than normal, we can say that the disk is infected by boot sector virus.

File Virus: These viruses attach themselves to a file. They become active whenever the infected file is opened. Once an infected file is opened the virus loads itself into the temporary memory and spreads to all the other files that are opened subsequently. When a file containing a virus is copied, the virus also gets copied along with it. These viruses can be detected with the help of programs called "Virus Scanners"

Macro Viruses: Macros are small programs that are written to enhance the performance of some of the applications but they can also be programmed to cause damage to the files and data stored in a computer. These macros activate themselves whenever a file containing them is opened. It is difficult to detect these viruses as they are considered as part of the original file by virus detection programs. The spread of these viruses can be prevented to some extent by disabling the Macro facility in applications.

Trojans: A Trojan is a virus that makes the user to believe that it is a useful program. The user is misled in to believing that the program will do something useful but on the contrary it either destroys the data or does something more harmful. These viruses also have the capacity to spread themselves to other applications and programs installed in the computer. These programs are usually in the form of Executable File. When any application is affected by a Trojan it does something else other than what is expected of it. Trojans change the functioning of files affected by them.

Polymorphic Viruses: A Polymorphic Virus is a virus that changes its format every time it is copied. The code of these viruses is written in such a way that the methods of spreading and the type of damage they cause keep changing very frequently. As the code keeps changing itself, they are very difficult to detect, some Polymorphic Viruses have the capacity to destroy even anti- virus software.

Armed Virus: The word Armed means "having a weapon." These viruses contain a code that acts like a weapon in damaging data and destroying files. These viruses are also capable of damaging antivirus software. Their code is written in such a way that they are difficult to detect. Even if they are detected they cannot be deleted easily.

Email Virus: These viruses spread through Emails. They generally arrive in the form of an attachment along with an email. These viruses activate themselves when the user opens the attachment by mistake. Some Email viruses contain attachments which when opened give a list of pornographic sites. Such mails are not very harmful, but some attachments carry programs that can automatically generate Emails depending on the addresses stored in the address book of the user. Email viruses spread very fast and cause more damages as they spread through the internet.

Worms: Worms are internet Viruses. They cause extensive damage to networks by deleting data in networks servers. Some worms flood the networks by sending huge amounts of data without request. This leads to the network slowing down. It can also lead to a complete failure of the network. These viruses are called Worms because they don't stay in one place. They keep moving from one network to the other just like worms that damage trees and plants. These days, worms are causing extensive damage as many transactions are being carried out on the internet.

Signs of a Virus Attack

First, we should detect if the system has been infected. We can conclude with great degree of certainty that system was infected if we observe the following signs:

- Some word files or spreadsheets get corrupted and or unreadable.
- Free space in disk and / or main memory suddenly starts reducing for no obvious reason
- Strange messages start appearing on the system
- The computer hangs frequently
- The system suddenly slows down while doing normal jobs
- Strange files appear in the directory
- Some of the files get duplicated without the knowledge of the user
- The system fails to boot

Protection Against Viruses

Anti-virus Software: Anti Virus software detects the presence of virus in a computer. This software has to be installed in computer. These programs generally open along with the

operating system and warn when any file that is infected is opened. They can also remove virus from the computer. The process of searching the drives and folders in a computer for virus using anti-virus software is called Scanning. When the software detects a virus, it warns the user and prompts him remove the virus. All anti-software cannot detect all viruses and remove them.

Firewalls: A firewall is also like anti virus software. Firewalls are used in networks to automatically scan emails received by the network. When any email contains a virus, the firewall automatically rejects the mail. They are more powerful than ant-virus software and can perform more functions. They are also used to prevent others from using networks illegally.

Prevention of Attacks

The most important problem is how to protect the system from these malicious programs. In order to protect the computer, one must first know what the sources of viruses, worms and Trojans are and prevent them from attacking the system. If they do attack, one should first know that the system is infected and then take necessary remedial measures to clean the system.

Some other important precautions that can be taken to prevent an attack from a virus, worms etc. are

- Since Virus generally spreads through portable storage devices, they must be thoroughly scanned with antivirus software. If any virus is detected it should be immediately removed. It is better not to copy any files from an infected disk

- It is always advisable to install good Anti-virus software that activates itself every time the system is booted.

- Backup copy should be maintained for files containing important data and information.

- When a computer that is connected to a network is infected with a virus it should be immediately disconnected from the network

- It is better to disable the macro facility in applications that support macros

- Email viruses can be prevented from spreading by deleting emails containing unknown attachments without opening them. Open the attachment only if the scanner says "no virus detected".

- A single Virus Scanner cannot detect all viruses. Storage devices should be scanned with at least two or three Anti Virus Scanners

- New software must always be purchased from licensed vendors. Usually pirated software contains viruses.

- Never download any programs form unknown and unauthorized websites. Even when downloading from known web sites it is advisable to scan the program before saving it in the computer.

- Install proper security patches to prevent spread of viruses through internet. Software and Operating System vendors supply these patches.

8.9   CYBER LAWS

With the advent of internet and its deployment in a big way for various activities ranging from simple interpersonal communication to extensive use in commercial activities, e governance, and as a source of knowledge and dissemination of information etc., the scope for its abuse or putting it to uses that can be harmful to the individual, society has also increased.

Governments throughout the world have taken cognizance of this and have come up with legislations that can control the misuse of the internet and came up with laws that govern the internet. These laws are called as the laws of the internet or cyber laws and they govern all the activities that take place in cyber space and deal with all the equipment or apparatus that is employed in dealing with cyber space.

Cyber laws also provide legal coverage or sanctity to activities that are carried out using internet and that are helpful to the society like Electronic and Digital Signature. Thus, Cyber Laws encompass Cyber crimes, Intellectual Property and Copy Right Issues, Electronic and Digital signatures and Data protection and privacy of individual citizens and companies.

In India, The Information Technology (Amendment) Act 2008 is a comprehensive legislation that covers all the activities of the cyber world and along with other amended enactments like the Indian Penal Code 1860, The Indian Evidence Act 1872 etc. protect the netizens and also help them in taking full advantage of the facilities offered by internet.

8.10 SUMMARY

E-journals are an important source of information for writers who specialize in a particular subject and contribute to newspapers or magazines regularly in the form of bylined articles or editorials dealing with a particular subject. Companies are now increasingly using the web to reach out to their internal publics i.e. the employees of the company and other stakeholders. Online communication is rapidly replacing traditional PR. Online newsletters are now becoming the order of the day and they are effectively leveraged to carry out seamless communication with employees, customers, shareholders etc.

As dependence on the computers increases so also the risks that are associated with their usage. Unscrupulous elements use viruses, worms and other forms of malicious software to damage and disrupt the systems and also steal data, thereby causing irreparable damage. It is therefore very important to take all preventive steps to preempt these people from abusing the technology. Eternal vigilance is the price of security and success.

8.11 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. Explain in detail the role played by websites in Internal communication.
2. What are Internet Security issues? Discuss the mechanisms to overcome them.

II. Answer the following questions in about 20 lines each:

1. Discuss the importance compiling an emailing list.
2. What is an e-journal? Write a brief note on writing for e-journals.
3. Elaborate the importance of Internal email.

8.12 GLOSSARY

- **Firewall**: A firewall is a software and hardware that prevent unauthorized access to an organization's network files. The intention is to protect files from computer viruses and electronic snooping

- **Internet:** The internet is composed of multiple worldwide networks tied together by a common protocol TCP/IP.

- **Intranet:** An intranet is the use of World Wide Web technologies for internal operations. Intranets are used by organizations a way to make corporate information readily accessible by employees.

8.13 SUGGESTED READINGS

1. Cyber Laws by C.K Punia Neha Publishers and Distributors New Delhi

2. Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media by David Philips, Kogan Publications

3. Online Public Relations: A Handbook for Practitioners by James Horton, Quorum Books

4. http://www.washington.edu/marketing/files/2012/10/EcommunicationsHowTo.pdf

5. http://www.examiner.com/article/the-benefits-of-internal-communication

6. http://www.library.iitkgp.ernet.in/sites/workshop/pdf/E-journals-Yogendra Singh

7. http://en.wikipedia.org/wiki/Electronic_journal

BLOCK - IV

EDUCATIONAL TECHNOLOGY

In Mobile phones, technological convergence took place. Various apps help journalists in reporting. By using multi-media, educational content can be enriched. Creating online content needs understanding of the readers' mindset. Interesting topics to the readers must be taken. So that readers can be enticed. Editorial policy should be clearly spelled out with clarity. Privacy policies and media law must be upheld at any circumstances. Publication website must be assembled keeping communication principles in view.Readers must be encouraged to contribute to the websites. Smart phone culture is growing exponentially. So, readers or listeners'friendly apps have to be created to contribute the content.

This block is consists of following Units:

Unit - 9: Mobile Technology and Communication

Unit - 10: Creating Web Publications

UNIT - 9: MOBILE TECHNOLOGY AND COMMUNICATION

Contents

9.0   OBJECTIVES

After studying this unit, you should be able to:

- explain the mobile phone as a convergent technology

- describe aboutlocative media

- expound the telecommunication in India

- discuss various Apps for journalists

- explain mobile reporting tools and operating system

9.1   INTRODUCTION

The mobile phone is a hybrid medium for mass communications and entertainment. Instrumental use motives drive the use of the mobile phone for news-seeking and web-surfing. Further, the motive of pass time is significantly linked to playing video games via the mobile phone. The high-tech mobile phone enabled users to be more active: the more intensively people use mobile phones for voice calls, the more likely they will be to use mobile data services. Thus, the hybrid mobile phone bridges interpersonal and mass communication. Finally, younger users are more likely to use mobile phones for getting news and entertainment.In this unit, we will discuss on why mobile phone is a convergent technology. And also discuss the term 'locative media', various Apps for journalists, mobile reporting tools and operating system.

9.2   MOBILE PHONE: A CONVERGENT TECHNOLOGY

Technological convergence is a term that describes the layers of abstraction that enable different technologies to interoperate efficiently as a converged system. Technological

convergence could provide many benefits and opportunities over many areas. In general, convergence plays an important role in society from economic, social, and development perspective. Technical design is occupied with engineering the underlying infrastructure needed to transport digital content. For example, people who aren't computer-literate are more likely to embrace the internet and video on demand if they are able to access these technologies through their televisions. In general, TV is familiar and nonthreatening. Displays are large, and TVs are easy to operate. Using them to access the web requires almost no training. Personal computers (PCs), in spite of their graphical user interfaces (GUIs), tend to be more text-oriented. They are interactive, geared towards business and education uses, and their displays are smaller. Computers can be challenging for some and may often require formal education or come with a personal learning curve.

The mobile phone has been a converged device for a long time. It started by incorporating the simple roles of a pager, alarm clock and calculator. Now, it uses its tech resources to be a computer, camera and music player all in itself, while adding new functions every day through the millions of Apps available.Using a mobile smart phone to make calls and take digital photos and using your digital TV to perform computing tasks, such as surfing the web while watching a movie, are two more examples of technological convergence.

Origin of Technological Convergence

Technological convergence is the result of disruptive innovation that combined the previously soloed fields of telecommunications, IT and media. This movement dates to an era before the prevalence of mobile wireless networks. At the time, telecommunication providers operated fixed telephone networks. Mobile phones appeared in the 1990s as a convenient way to make phone calls on the go. More recently, smart phones emerged that support various functions through a single interface, such as gaming, listening to music, checking email or texting. In addition to multimedia, smart devices include GPS tracking, which supports location-based service (LBS) for advertising in e-commerce.

Mainstream internet adoption fuelled further convergence by telecommunications companies. This led to the development of network convergence, or media convergence, which enables data, video and voice services to be delivered on a single network. Providers once limited to telephone services are now able to offer bundled packages of cable TV, voice and internet access for a monthly rate.

The present mobile world has been experiencing an unprecedented growth in the last few years. It is not unusual or a sudden surge, but it has been happening unknowingly to us until the mobile phones become the essential tools of our lives. These modern marvels or incredible gadgets are the result of persistent human endeavour, which has literally removed the impossible word from our lives. Something that was considered a dream is just a common thing today and the credit goes to these mobile phones -our true pals in all times. The journey has gone so far that now we have smart phones, which do take a very good care of our requirements and all set to replace our office assistants.

Smart Phones

A smart phone is not an unusual gadget or a technical jargon, but it is an impeccable blend of mobile phone and computer functionalities in a single gadget. It is quite different than an ordinary phone, as it comes with an operating system and a storage space. Hence, you can store all your desired information and also send and receive emails besides other important things. A smart phone is endowed with substantial functionalities, which not only works as your mobile phone, but also makes various things easier for you.

The most useful quality of the Smart phones is that they are programmable and you can add more functionality, as per your requirements. This is the reason why, these phones have become quite popular among users, as they can add more and more applications from web browsers to music players. Although, smart phones are endowed with various data applications, but their foremost function is to connect people. Hence, these gadgets are loaded with 4G technology, which lets you enjoy video calling. Moreover, you also get high speed Internet and Wi-Fi.

9.3   LOCATIVE MEDIA

Locative media or location-based media (LBM) are media of communication functionally bound to a location. The physical implementation of locative media, however, is not bound to the same location to which the content refers. Mobility and location-awareness are pervasive and foundational elements of contemporary communication systems, and a descriptive term to synthesize them, "locative media", has gained widespread use throughout mobile media.

The term 'locative media' was coined by Karlis Kalnins. Locative media is closely related to augmented reality (reality overlaid with virtual reality) and pervasive computing (computers everywhere, as in ubiquitous computing). Whereas augmented reality strives for technical solutions, and pervasive computing is interested in embedded computers, locative media concentrates on social interaction with a place and with technology. Many locative media projects have a social, critical or personal (memory) background.

Location-based media delivers multimedia and other content directly to the user of a mobile device dependent upon their location. Location information determined by means such as mobile phone tracking and other emerging real-time locating system technologies like Wireless Fidelity (Wi-Fi) or Radio Frequency Identification (RFID) can be used to customize media content presented on the device.

Locative media are digital media applied to real places and thus triggering real social interactions. While mobile technologies such as the Global Positioning System (GPS), laptop computers and mobile phones enable locative media, they are not the goal for the development of projects in this field. Media content is managed and organized externally of the device on a standard desktop, laptop, server, or cloud computing system. The device then downloads this formatted content with GPS or other coordinate-based triggers applied to each media sequence. As the location-aware device enters the selected area, centralized services trigger the assigned media, designed to be of optimal relevance to the user and their surroundings. Use of locative technologies "includes a range of experimental uses of geo-technologies including location-based games, artistic critique of surveillance technologies, experiential mapping, and spatial annotation."

Location based media allows for the enhancement of any given environment offering explanation, analysis and detailed commentary on what the user is looking at through a combination of video, audio, images and text. The location-aware device can deliver interpretation of cities, parklands, heritage sites, sporting events or any other environment where location based media is required. The content production and pre-production are integral to the overall experience that is created and must have been performed with ultimate consideration of the location and the users position within that location. The media offers a depth to the environment beyond that which is immediately apparent, allowing revelations about background, history and current topical feeds.

Locative media can be used to express specific attributes of place through local history, connecting us to and with histories of architecture, urban space, the changing city and the combinations of news, folklore, and data flows which allow us to interpret and underst and where we live.

9.4 TELECOMMUNICATION IN INDIA

The telecom services have been recognized the world-over as an important tool for socio- economic development for a nation and hence telecom infrastructure is treated as a crucial factor to realize the socio-economic objectives in India.India is currently the world's second largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the past decade and half. With 604.21 million internet subscribers, as of December 2018, India ranks as the world's second largest market in terms of total internet users. Moreover, in 2017, India surpassed USA to become the second largest market in terms of number of app downloads.

Telecommunication has supported the socio-economic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folk of India.

Telecommunications in India began with the introduction of the telegraph. In 1850, the first experimental electric telegraph line was started between Calcutta and Diamond Harbour. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department, at that time. From the year 1902, India drastically changes from cable telegraph to wireless telegraph, radio telegraph, radio telephone, trunk dialling. Trunk dialling used in India for more than a decade were system allowed subscribers to dial calls with operator assistance. Pager communication successfully launched in India in the year 1995. Pagers were looked upon as devices that offered the much-needed mobility in communication, especially for businesses.

Mobile Communication

First mobile telephone service on non-commercial basis started in India in the year 1995 in Delhi. The first cellular call was made in India on July 31st, 1995 over Modi Telstra's Mobile Net GSM network of Kolkata. Later mobile telephone services are divided into multiple zones known as circles. Competition has caused prices to drop and calls across India are one of the cheapest in the world. In 2008, India entered the 3G arena with the launch of 3G enabled Mobile and Data services by Government owned MTNL and BSNL. Later from November 2010 private operator's started to launch their services.4G services were launched in Kolkata in 2012 by Airtel network.

Jio Network

Reliance Jio officially launched its commercial operations on 5 September 2016, and it has drastically changed the telecom sector with its free voice calls and cheap 4G services that changed the way Indian users consumed data. Free for the first six months after launch, the company's 4G data services provided consumers the option to watch more online videos and other content than ever before. Eventually the company's services did become paid, but that did not stop the Jio juggernaut – primarily because of the ultra-low tariff the company levied for its data – as consumers switched to its *Jio Prime* subscription service all together. The competition matched Jio's offers too, bringing in cheaper plans that provided bundled calls and much more data than they were providing before.

The market for 4G smart phones exploded after Jio services were launched as everyone had access to the company's 4G network for free. India saw an exponential rise in the consumption of online content with the availability of free data. With 4G becoming the norm in the market, mobile data speeds rose too considering most people were on 3G networks before that. With the free Internet, millions of people got access to high-speed 4G services, and Jio became the country's biggest provider of broadband Internet – and launched JioFiber service.

9.4.1   Smartphone Culture

India's digital revolution is being driven almost exclusively by the smart phone. A smart phone is a new media device with both old and new capabilities for viewing media, such as reading a book on your mobile. Through innovation this is starting to have wider reaches on so many devices. There are apps available for smart phone users to monitor how much they're walking during the day and how well they're sleeping at night. Our use of smart phones has effectively changed the geography of our minds, creating a distractive off-ramp for every thought we might have on our own. The smart phone is still a relatively new technological device in contemporary society, but fast diffusing across communities and cultures. As a wireless communication tool, the smart phone is found to be strengthening our networked society through its potential to access the Internet.

Internet mediated communication among individuals has been found to be eliminating our sense of physical distance, propelling a culture that is defined through enhanced levels of connectivity. At the same time, the notion of connectivity has become so deeply rooted into our minds that our perception of space in terms of bodily presence is changing. In turn, the possibility to be online at any time and place of day is consequently altering our sense of what it means to be together. The smart phone provides students with an immediate escape into distant terrains and psychological communion with significant others who are elsewhere, such that the notion of 'together' is based on a mental representation. The symbolic construct of 'together' seems to be causing feelings of confusion, ambiguity and ambivalence among users, since the emotions sustained through conversations via smart phone are rather limited. Nonetheless, students are still using their smart phone frequently to communicate because it is attractive for a number of reasons (a) economic feasibility (b) newness (c) social influence. The smart phone played a role in reducing feelings of being alone. Consequently, the smart phone has been acclaimed a cultural shaper for impacts individual users at the level of interaction, extending onto the wider community in the context of the micro-meso-macro analysis framework.

Now however both the phone and games console have many different functions many of which overlap. But most importantly for the film industry films and TV serials are now available to buy and download to the phone and games console, opening up when and where you can access media content. Researchers worry that addiction to smart phones could dull the ability of young users to read and comprehend texts, which in turn could have adverse impacts on their critical thinking. Smartphone use can adversely affect social interactions in the real world.

9.5   VARIOUS APPS FOR JOURNALISTS

The younger generations increasingly moving towards social media to find out about latest happenings and current affairs, it has never been more important for journalists to be glued-up on the latest smart phone tools at their disposal. News organisations have to produce content that will stop the audiences from endlessly thumb-scrolling. To do that, the everyday mobile journalist has a wealth of editing apps to put into their arsenal, to turn around creative video, audio and images in a matter of moments. There are number of apps available for journalist including social media apps like WhatsApp, Signal, Telegram, Instagram, and Twitter etc., some of them were discussed below.

Canva

Making the top of the list of recommendations is the app Canva, a 'fremium' graphic design app available on both Apple and Android platforms. No matter the type of content you're publishing — text, video, audio, or photo — you'll likely need some sort of feature graphic to accompany it. Most content management systems ask for a feature image that's used as the preview image on Face book or the card image on Twitter, for instance. The Canva

app lets you choose from a number of design templates or enter your own custom dimensions for a design. You can then add colours, images, filters, text, shapes, illustrations, and more. It's like a super simplified, super intuitive Photoshop on your phone, perfect for making graphics to run with your piece.

Proton mail

While most people are happy to use popular, but privacy-lite, services such as Gmail, Outlook and Yahoo!, one Swiss firm is putting security at the centre of its business plan. Rather than the model of other email firms, which is to make money from its users' data, Proton mail makes it clear that it, rather than its customers, is the product – and offers plans as low as $5 per month for those who, like journalists, would rather outsiders did not spy on their inbox.

TapeACall

It's difficult to record phone conversations on the go – or in public, where anybody could listen in. Enter TapeACall, developed by New Jersey-based Company TelTech, which makes it simple to record and save any chatter through your handset. Rather than other apps, which are paid for per month and require no small amount of finagling to make work, TapeACall is able to record with just a click, and can even be set to record a call that's about to happen. Just let it run in the background and pick up your transcript when you hang up.

Hack Pack

With dwindling press budgets and freelance work becoming ever harder, it's little surprise some firms are taking it upon themselves to link journalists, fixers and translators with editors and publishers. Hack Pack, a Berlin-based start-up founded by former *Moscow Times* reporter Justin Varilek in 2015, might be the slickest and easiest to use. Users simply upload their details – including bylines, experience, skills and languages spoken – and they're entered into a database of thousands of media professionals across the gamut of platforms and specialities.

Google Reader

Not all of your potential leads live in the Twitter sphere. Trusted sources spanning multiple industries and areas of expertise might simply blog, which is where RSS feeds come in handy. Given that Android automatically stays in sync with all your Google products, Google Reader makes all the same RSS subscriptions available across both your computer and mobile devices.

Camera360

Whether you're a budding freelancer, or a seasoned hack, there are many circumstances that may require impromptu photos to accompany a story. Sure, a digital SLR is what you'd ideally have, but failing that, an Android handset armed with an 8 megapixel camera alongside the Camera360 app can work pretty well too. The HDR effect is particularly good on this app.

Flixwagon

Flixwagon is a live video reporting App. Flixwagon lets you broadcast live video online, and you can also choose to email or SMS the video to a private group too. This is perfect for reporting from an event, meaning you can easily transmit footage to a third party, who can then edit and package it into a main feature article. It's a great collaborative tool. As with Qik, it's a battery drainer, so pack some spare juice for your Android device.

Drop box

Drop box is a cloud-based hard-drive. It is another one of those apps that can be filed under 'indispensable' for mobile journalists. Download it for your computer, and install the Android app on your smart phone/tablet and you essentially have a cloud-based hard-drive at your disposal. It's also a great way of transferring large files to third-parties.

Scrivener

Scrivener is in a league of its own when it comes to writing tools. A cult classic among long-form writers, Scrivener is primarily known as a Windows and Mac desktop app. But now it's available as an iOS app, making it perfect for journalists who are writing stories on the fly. The app offers simple but powerful composition tools for your writing, plus tools to keep your documents and your mind organized.

Ferrite

Ferrite is audio editing App. Sometimes you want to take those voice recordings and turn them into something a little more polished — whether to send off to a radio station, upload as a podcast, include with a written piece, or place over a slideshow or video. Ferrite lets you import audio files (or record them directly within the app) and then edit them on your iPhone. It's easy to cut and rearrange snippets of the audio, and you can also add and edit multiple tracks within one project. This app lets you do just about everything you might want to do to audio: adjust and fade volume, automatically remove silence/tighten gaps, control dynamic range, and reduce noise— the list goes on. And the interface is super intuitive, letting you rearrange, crop, and duplicate audio sections with simple gestures

Happy Scribe

Journalists spend hours – days, even – painstakingly recording and transcribing delicate and oftentimes sensitive interviews. There are dozens of transcription services on the Web. Few work as well, or as cheaply, as Happy Scribe, founded last year by Marc Assens and André Bastié. Their idea began when Bastié, an e-commerce master's student at Dublin City University, couldn't be bothered to transcribe for an academic paper. The pair soon discovered a massive pain point: not only does it take five hours to transcribe one hour of footage, but it can also cost hundreds of dollars, effectively pricing out journalists altogether.

Switcher Studio

Live streaming from the scene of breaking news *from your phone* is the pinnacle of mobile journalism. Switcher Studio lets you create *and edit* live streams in real time, so you end up with a fully polished live news show and no post-production. This is perfect for when you're anticipating a mobile broadcast, but it's also a useful tool to have in your pocket all the time because you never know when news is going to break. Switcher lets you stream to Face book, YouTube, your own website, and many other platforms.

9.6   MOBILE REPORTING TOOLS

Mobile reporting is a trend emerging in the field of news and content generation. The term describes the use of a mobile phone as a reporting tool. The user creates text, photo and video that combined produces a multimedia based report. The content is edited on the phone before being uploaded to the internet via mobile network or Internet connection. Usually mobile reporting is used for publishing to the web. This is particularly the case with video as the technology does not yet allow for the production of high end video. However, the low quality is suitable for Internet.

Mobile reporting makes use of a content repurposing platform. This is a platform that supports services that let content owners and users create, share and publish multimedia content whenever and wherever, regardless of format or device. A mobile reporting platform takes care of the compatibility between the originating and target device.Mobile Reporting allows users to access the reports and do operations on the mobile terminal such as tablets or mobile phones. It gives you a secure way to view reports, update data, and make decisions anytime

and anywhere, help you respond to the quick changes in the business. Let us, look at some tools.

Google Voice

For times when face-to-face interviewing is not possible, Google Voice is a handy alternative for teleconferences. Subscribers to Google Voice are given a unique number, which forwards calls to a landline or cell phone, and stores voicemails on an easily accessible website. Perhaps the best feature is integrated voice-recording for inbound calls, and, like voice mail, the entire conversation can be retrieved from anywhere via the web.

Ustream

Recently, Apple approved its first live-streaming iPhone application, Ustream Broadcaster. Users of the popular video website Ustream can upload audio and video in real-time. In addition to streaming multimedia, you can now use Social Stream to integrate the experience into popular social media websites. Depending on the connection, Ustream Broadcaster can be pretty choppy. But, for breaking news, even lower-quality real-time video can send a powerful message.

Reel director

Reel director is a video editing suite for the iPhone that can trim and join clips, add titles, and embed sound. Though editing on your phone for broadcast is probably not something journalists will need or want to do often, the app is perfect for creating a montage of short street interviews or key clips.

Word Press

In the age of the Internet, a breaking news story can be as much about publication speed as it is about quality journalism. With the Word Press application for the iPhone, journalists can patch together analysis and multimedia and post it to a blog without ever touching a computer. Even for journalists who rely on an editor to publish stories, a Word Press post can give an editor a working layout for how all the information should flow.

9.6.1 Mobile Operating System

Every mobile communication device needs some type of mobile operating system to run its services: voice calls, short message service, camera functionality, and so on. The earlier mobile operating systems were fairly simple, since the capabilities of the phones they supported were limited. However, modern smart phones have added many of the features of a full-fledged computer which includes high speed central processing units (CPU) and graphics processing unit (GPU), large storage space, multitasking, high-resolution screens and cameras, multipurpose communication hardware and so on. Modern mobile operating systems combine the features of a personal computer operating system with other features, including a touch screen, cellular, Bluetooth, Wi-Fi, global positioning system (GPS) mobile navigation, video camera, speech recognition, voice recorder, music player, near field communication and infrared blaster.

Mobile operating systems have had to grow in sophistication to support these features. Furthermore, modern smart phones are designed to allow external developers to write software for these devices. With this feature, users can get access to new applications and services by connecting to the device manufactures' applications stores e.g. Apple's 'App Store', Google's 'Android Market', Blackberry's 'App World', Nokia's 'OVI Store', Palm's 'Palm App Catalog', Windows Mobile's 'Windows Market place' and so on. This has enabled these mobile devices to reap the advantages of the convergence process and brought advanced internet applications and services to these mobile devices.

9.7   SUMMARY

The mobile phone has been a converged device for a long time. It started by incorporating the simple roles of a pager, alarm clock and calculator. Now, it uses its tech resources to be a computer, camera and music player all in itself, while adding new functions every day through the millions of Apps available. Locative media are digital media applied to real places and thus triggering real social interactions. While mobile technologies such as the Global Positioning System (GPS), laptop computers and mobile phones enable locative media, they are not the goal for the development of projects in this field. Media content is managed and organized externally of the device on a standard desktop, laptop, server, or cloud computing system. Mobile reporting makes use of a content repurposing platform. This is a platform that supports services that let content owners and users create, share and publish multimedia content whenever and wherever, regardless of format or device

9.8   MODEL EXAMINATION QUESTIONS

I.   Answer the following questions in about 40 lines each:

1. Describe the mobile phone as a convergent technology.

2. Explain the Apps for mobile journalists.

II. Answer the following questions in about 20 lines each:

1. What is locative media?

2. Discuss the Smartphone culture.

3. Explain mobile reporting tools and operating system.

9.9   GLOSSARY

- **App:** An *app*, which is short for "application," is a type of software that can be installed and run on a computer, tablet, smart phone or other electronic devices.

- **Locative Media:** Locative media or location-based media are media of communication functionally bound to a location.

- **Operating System:** An operating system is system software that manages computer hardware, software resources, and provides common services for computer programs.

- **Smartphone:** A *smart phone* is a mobile device that combines cellular and mobile computing functions into one unit.

9.10   SUGGESTED READINGS

1. Online Journalism, A Basic Text by Tapas Ray, Foundation Books Pvt. Ltd. New Delhi.

2. New Media Technology and Communication by Chaturvedi B. K., Global Vision Publishing House, New Delhi.

3. https://www.streetdirectory.com/travel_guide/133999/phones/smart_phones_digital_convergence_at_its_best.html

4. https://en.wikipedia.org/wiki/Locative_media

5. https://open.lib.umn.edu/mediaandculture/chapter/1-4-convergence/

6. https://mashable.com/2010/02/01/mobile-journalist-tools/

7. The Online Journalism Handbook, Second Edition, By Paul Bradshaw, Routledge.

UNIT - 10: CREATING WEB PUBLICATIONS

Contents

10.0 OBJECTIVES

After studying this unit, you should be able to:

- explain the website hosting and privacy policies

- discuss aboutassembling a publication website

- describe how to creating online content

- expound the multimedia content

- point out the editorial issues in website production

10.1 INTRODUCTION

Many publications have active, robust websites which operate seamlessly and in harmony with print publication. Those that don't need to consider several options ranging from who will host the site to the content it will provide. Maintaining and updating websites may require resources and online staff. A web publication has a multiple-path navigation structure to guide your readers in a non- linear fashion. By outlining a path for your readers to follow, you control the pace of your narrative, which keeps your readers engaged for a longer time and increases their ability to retain what they read.

Web publications encourage engagement by packaging content into smaller pieces that are presented one at a time in multiple pathways.Web publications are easy to create. Web publications do give you the added opportunity to showcase important content that deserves more than just another web page.With the right platform, you can create visually impressive case studies, brochures, and catalogues that bring your products or services to life and build a narrative around them.Much of the content in PDF format could benefit from a web publication's non- linear flow also.For example, consider converting your product's user manual into a responsive web publication. Your customers will find it much easier to work with - especially on mobile.

Beyond the ease of use, web publications allow you to collect rich data on how users interact with your contact — and that's something Portable Document Files (PDFs) can never provide. Because they're built with web technology, you can embed Google Analytics, remarketing pixels, and other 3rd party tools. You can also include calls to action, video, feedback forms that help you find out what your readers find useful, and other interactive elements that make your content stand out.

10.2   WEBSITE HOSTING AND PRIVACY POLICIES

Web hosting is the process of renting or buying space to house a website on the World Wide Web. Website content such as Hypertext Mark-up Language (HTML) and images has to be housed on a server to be viewable online. When a hosting provider allocates space on a web server for a website to store its files, they are hosting a website. Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online. Every website you've ever visited is hosted on a server. If you're planning to create an online presence, reliable web hosting is essential. There are literally hundreds of web hosts available today providing thousands of varieties of web hosting services. Plans range from free with limited options to expensive web hosting services specialized for business. The plan you choose will depend primarily on how you plan to use your website and how much you have budgeted for hosting.

Choosing the right hosting plan will mean having access to the right allocation of resources to keep your website loading quickly and reliably for your visitors. Think about how many businesses these days operate primarily online; their sales and business leads come from their website. If someone lands on a website and there's a problem — it takes too long to load or doesn't appear at all — potential customers won't wait around. They'll bounce off that site in search of one that works correctly and can deliver what they are looking for, seamlessly. Web hosting happens when the files that make up a website are uploaded from a local computer on to a web server. The server's resources, (RAM, hard drive space, and bandwidth) are allocated to the websites using it.

Types of Web Hosting

Different types of web hosting have been introduced to meet the different needs of websites and customers best. These include:

- Shared Web Hosting
- Dedicated Hosting
- VPS Hosting
- Cloud
- Reseller

Let's look into the most popular web hosting services in more detail.

Shared Web Hosting

Shared hosting is when a website is hosted on the same server as many other websites. Most web hosting companies provide shared hosting. It's cheap and easy to set-up which makes it a good fit for new sites which don't expect a lot of traffic in the short term. It's best suited for personal websites as well as those belonging to small and medium-sized businesses.

Anyone serious about digital marketing or running an online business should carefully review their shared hosting options and make sure that your provider can offer services such as Name heap's Business SSD hosting, which is designed specifically for e-commerce websites. Shared hosting isn't suitable for large sites with lots of traffic either. These sites need a dedicated

server to accommodate a suitable amount of resources to guarantee decent website performance.

VPS Hosting

Virtual private servers (VPS) also known as virtual dedicated server (VDS) is when a virtual server appears to each client as a dedicated server even though it's actually serving multiple websites. For this reason, VPS style hosting is considered to be the stepping stone between shared hosting and getting your own dedicated machine. The main difference between shared hosting and VPS is that clients have full access to configure the VPS which is much closer to dedicated style hosting. VPS is often used by smaller websites and organizations that want the flexibility of having a dedicated server, without the high costs implied.

Dedicated Hosting

Dedicated hosting (sometimes referred to as managed hosting or a dedicated server) provides entire servers to rent. This type of hosting is comparatively expensive when placed side-by-side with shared hosting plans; for this reason, it's really used when a website has a lot of traffic or when more server control is required.

There is more to dedicated hosting than providing a single website with entire server equipment housed in a data centre. It allows greater self-service server administration facilities. This is considered a more flexible arrangement because it allows total control over the server, its software and security systems. At the same time, however, you need to have the technical expertise on-hand to manage the platform yourself.

Cloud Hosting

Cloud hosting is the latest hosting type to hit the market, and it's become extremely popular in recent years. This type of hosting operates across many interconnected web servers that supply an affordable, scalable and reliable web infrastructure. Cloud hosting plans typically offer unmetered, reliable bandwidth and an infinite amount of disk space for unlimited domains which explains why so many large businesses are turning to the cloud. It's an effective method of running a website with resource-intensive applications or a large number of content assets such as images, but it can have a much higher cost.

Reseller Hosting

Reseller hosting is a form of web hosting where the account owner can use his or her allotted hard drive space and bandwidth to host a website on behalf of third parties. The original hosting account owner is the 'reseller' in this instance. Reseller hosting is beneficial when the amount of space purchased isn't required, and some of the allocated resources can be shared with another party. Sharing disk space, bandwidth, CPU, etc. while getting a recurring source of income.

Hosting providers offer specific reseller hosting plans to accommodate entrepreneurs interested in this business practice. Buying a reseller hosting plan is also helpful for anyone with multiple domains. You may design your own hosting packages for your websites or clients gives the resources allocated to the reseller hosting account.

Privacy Policies

A privacy policy is a document that details how a company or organization handles any information it gathers. It should reveal the information it plans to collect such as site visitor name, address, credit card number, etc. If data is to be left on a user's computer (such as cookies), this should be specified alongside information on whether the customer's data will be

shared or sold to third parties. The privacy policy of web hosting service providersis to collect and use personal data as needed in order to provide you with top-notch websites, products, services, and support. Your personal data includes information such as: name, address, phone number, and email address, other data that could directly or indirectly identify you.

When a customer agrees to use a web hosting service, they are relinquishing control of the security of their site to the company that is hosting the site. The level of security that a web hosting service offers is extremely important to a prospective customer and can be a major consideration in choosing the web hosting services by the customer. Web hosting servers can be attacked by malicious users in different ways, including uploading malware or malicious code onto a hosted website.

10.3 ASSEMBLING A PUBLICATION WEBSITE

Companion web publication can and should be more than print PDF (portable Document File) archives, or repeats of the printed publication, but managing and updating online information may require additional resources. Publications may need to recruit additional staff members. Or, completely separate online staff may be desirable to keep content flowing. Journalists can collaborate with experts in broadcast or computers to provide their readers with fresh, updated information. Publications should have a definite plan for providing online content before beginning to experiment with such efforts. Creating an online site that is never updated or is changed infrequently, especially after advertising it, ensures its failure by frustrating readers. If the publication staff sells advertising in its print edition, it will also offer advertising on the website, particularly if it is paying for web hosting.

Navigation Content Headers

Many online newspapers use navigation content headers on the website that closely mirror the printed publication's content. These may include news, feature, sports, entertainment, editorial or opinion and in-depth. Many also include navigation links to multimedia stories, videos, photo galleries, blogs and archives of print editions. These links can be connected to host sites such as *YouTube, Vimeo* for photos and video. The staff may stay connected to readers through a *Facebook* page, a *Twitter*account, RSS (Really Simple Syndication), and other methods. When content is being created for the publication, all multimedia forms of delivery should be considered. Print editions should refer readers to the website in page folios and in stories, to reporters through email addresses and should direct readers to additional story content on the web through QR codes

Online publications should strive to protect sources; just as printed publications do. During the interviewing process, reporters may want to mention to their sources that the information they are providing may be used on a website, just as they mention to sources that they are being interviewed for a story for the newspaper, other publication. If the interview is being conducted online, or if information is being gathered via email, online polls or social media platforms, sources should be informed of the publication's intent to use the responses in print and online. Journalists should be sensitive to the way in which information obtained from online interviewing or polling can be skewed by repeated contributions from single sources.

10.4 CREATING ONLINE CONTENT

The best thing about creating content online is also the hardest thing: we've got more options than we've ever had before. There's a whole new arc of content, starting with news breaking on online / social media, passing through live coverage, through traditional news, analysis and features, and into explainers and other content.

A web editor should understand news values, bring an understanding of good news judgment, be organized and exhibit leadership skills. The web editor can work almost as an equal partner to the print publication editor in determining how stories will appear on the website and how the information will differ from that of the printed publication. The web editor will benefit from the resources of a different group of reporters and photographers who can update printed stories and edit content unique to the site. The online staff will be particularly investing in providing news content on a frequent basis, especially between printed editions.

Websites should be encouragingreader's feedback. Responses to the content can be printed as traditional letters to the editor, but publication websites can also set up forums for discussion and dialogue. Each web feature can allow comments, but those comments should be moderated both online and printed publication. Editors can gauge reader's opinions and interest, which could form the basis of future content. Some responses may spark leads for new or additional coverage or follow-up. Reporters can research these news story ideas using resources such as online forums or reader responses submitted via email. Social media sites such as Twitter also allow for gathering story ideas and content, but again, with the participants' knowledge of its use.

Audience Interest

Reading online is very different from reading a physical copy of something and if you want to keep your audience interested and engaged you need to know what they expect from an online article. Producing valuable content can be difficult, but if your content can fulfil these objectives, it is more likely to generate traffic, attract leads, and fuel sales. Use storytelling and statistics to strengthen the credibility of your content.

Create content that your audience can't find elsewhere. Talk about what you are passionate about and stick to issues that are relevant to your niche audience. Then, you won't be competing with similar content. Readers also recognize authenticity and this will immediately boost your credibility. Online content should also be search engine-friendly. In general, this means creating content that is unique, easy to read, and useful. There are too many details to go, but it also involves keyword optimization, local search optimization, on-page optimization, and more. Mobile-friendly content is essential for ranking higher in search engines and relating website visitors.

10.5 MULTIMEDIA CONTENT

One of the most useful benefits of a publication's website is the ability to limit to videos, audio, slideshow, podcast, motion graphics and other multimedia forms not suited for print. Many sites offer clickable surveys using poll widgets. When more than one poll result is available, viewers can view a poll archive or will be directed to a host polling site to see a bar chart of the result. Some polls also allow participants to post comments.

Publication websites offer greater flexibility for multimedia content. The process of picture editing ensures that not all good photographs can be used in the printed publication. A good web photo editor will cull through the edited pictures, looking for additional high-quality pictures to place on the website. Original photographs can also be generated specifically for the website.Many professional sites, such as those of large metropolitan newspapers, supplement stories with navigable slide shows where additional photographs appear, often accompanied by video and audio clips. Just as editing for print, the photo editor should make sure the photo contents are varied and interesting. Cropping and toning may need to be applied to the photos before they are posted. Technical quality must also be considered.

Professional publications utilise multimedia tools to provide a complete storytelling experience for their readers. Working with videographers, reporters can obtain sights and sounds

that can be edited and digitized into short film clips to supplement the printed information. Podcasts or original content can be created and archived for mobile devices, as can webcasts of significant events.

Multimedia content is necessarily part of a good website since it provides content the print edition cannot provide. Info graphics created for the website, such as maps, polls and surveys can help present complex information to readers. Motion graphics offer interesting ways to present information and might be possible with help from students in art or computer animation classes. Time-lapse animations and videos offering 360-degree views offer interesting visual opportunities. Illustrations provided by talented artist can enhance the website with their unique styles.

10.5.1 Involving Reader

Newspaper staff can seek to include citizen journalists, contributors such as bloggers and reviewers, to expand the voices offered to their readers and to expand online content. For instance, a reader who wants to review a new album or movie may be interested in doing so on the website, particularly if it coincides with a local concert appearance or opening weekend. A concert review printed in a publication two or three weeks after the concert will be old, outdated and uninteresting to readers, who are thinking ahead to upcoming concerts.

Photographers and videographers can post content daily. Offering a gallery of photos from daily events around the area will bring viewers to the website on a regular basis. Content which wouldn't work as well in print may be perfectly appropriate for the website. Creating a dynamic website begins with the publication's staff, but there are many possibilities for engaging readers in content creation.

10.6 EDITORIAL ISSUES IN WEBSITE PRODUCTION

Most people don't describe the process as being thateasy; many do have an oversimplified understanding of what is involved in creating effective web content. The web has certainly made it easier to publish content, but the process of content creation is just as challenging as it has always been — perhaps even more so.

An editorial style guide for the web helps content contributors create useful, usable, findable, on-brand content at your organisation — it's much more than a list of preferred spellings and grammar usage. You can't expect dozens — or hundreds or thousands — of content creators at your organisation to publish effective content without instructions and guidelines for making content work.

Need to be Well-trained

Content editors need to be well-trained in whatever systems they are expected to use and whatever tasks they are expected to carry out. Editors know how to edit a particular task immediately. The more tasks the editors take action without assistance, the greater the speed and confidence with which they can work.Some technical understanding is also important for content editors to grasp the broader picture of your digital properties. A little technical knowledge will also help editors to relate to the development team and make any updates developers are making to the site more understandable.

Balance

Editors must balance various updates at different stages of completion, major edits, minor edits, new blog posts and the last-minute but critical changes that sometimes arise – all the while keeping their task list moving to meet deadlines.Consider having 1-2 hours each day earmarked for editors to deploy completed content changes to the live environment. An editor

needs to replace a PDF on the website then this should be a straightforward update but these difficulties can turn it into a long and pernicious process. Your systems should be configured to allow as few opportunities for mistakes as possible.

Search Engine Optimization

Search engine optimization (SEO) is a critical consideration for web publishing. Search is the primary method of discovering content online. If your content isn't optimized for search, including using relevant keywords, search engines and web users won't easily find it and its value and usefulness will be diminished.Metadata is important for SEO and usability. Webpage metadata is often what makes this introductory content possible. Indeed, these "annoying details" can be the deciding factor for someone thinking about whether or not to visit your site.

While an editorial style guide is not a visual style guide, it's relevant to address graphic elements as they pertain to communication, including when and how to use graphics for structure, emphasis and clarity. Such elements include captions, pull quotes, block quotes, calls to action, italic and bold styles — as well as diagrams, illustrations and info graphics.

10.7 SUMMARY

Web publications are a great way to incorporate any standalone content assets that wouldn't typically be on your website into your marketing suite. For example, you could turn your printed brochure into a digital publication and start collecting the same rich data you're accustomed to with your website.With your website as a catch-all for incoming traffic, and a host of web-publications for specific products, promotions, and campaigns, you'll be fully equipped to reach your audience from every angle with content they'll devour.

Choosing the right hosting plan will mean having access to the right allocation of resources to keep your website loading quickly and reliably for your visitors. Think about how many businesses these days operate primarily online; their sales and business leads come from their website.Online publications should strive to protect sources; just as printed publications do. During the interviewing process, reporters may want to mention to their sources that the information they are providing may be used on a website, just as they mention to sources that they are being interviewed for a story for the newspaper, other publication.

10.8 MODEL EXAMINATION QUESTIONS

I. **Answer the following questions in about 40 lines each:**
   1. Describe the website hosting and privacy policies.
   2. Discuss about assembling a publication website

II. **Answer the following questions in about 20 lines each:**
   1. Describe how to creating online content.
   2. Explain the multimedia content.
   3. Discuss the editorial issues in website production

10.9 GLOSSARY

- **Multimedia:** Using sound, pictures and film in addition to text on a screen.

- **Website:** A place connected to the Internet, where a company, organization, etc. puts information that can be found on the World Wide Web.

10.10 SUGGESTED READINGS

1. Scholastic Journalism, by C. Dow Tate and Sherri A. Taylor, 12th Edition, John Wiley & Sons Limited.

2. Online Journalism, A Basic Text by Tapas Ray, Foundation Books Pvt. Ltd. New Delhi.

3. https://www.foleon.com/blog/websites-vs-web-publications-what-are-the-differences

4. https://www.hostinger.in/tutorials/what-is-web-hosting/

5. https://www.deptagency.com/en-gb/story/the-challenges-faced-by-content-editors/

BLOCK - V

PARTICIPATORY JOURNALISM AND ETHICS

Blogging provides a platform for citizens to express their views. Search engines like Google helps in setting blogs. Citizens can contribute content through blog. There are various types of blogs. Blogs are created depending upon bloggers interest. It is nothing but user generated content or participatory journalism.Ethics have to be followed by journalists or citizen journalists in creating online content. Media laws have to be followed too. Digital journalists and mainstream journalists must work professionally. Laws and ethics restrains journalists from doing illegal activities. Digital and mainstream journalists should think of societies well-being.Web portals must encourage participation of readers through their content or feedback.

This block is consists of following Units:

Unit - 11: Blogging and Participatory Journalism

Unit - 12: Ethics in Digital Journalism

UNIT - 11: BLOGGING AND PARTICIPATORY JOURNALISM

Contents

11.0   OBJECTIVES

After studying this unit, you should be able to:

• explain what blog is?

• discuss blog as citizen journalism

• expound categories, tags, plug-ins and widgets

• describe academic issues in blogging

11.1   INTRODUCTION

The blog, a shortened version of weblog, grew in popularity in the late 1990s as a tool for self-expression and participatory journalism. Blogs raise numerous interesting practical and theoretical issues for academics and media professionals alike. Academic Alan Knight (2008) writes: 'Blogging has reshaped globalized communications and in doing so has demanded that journalists re-evaluate and reform their practices.

Blogs were once best known as a tool for online diary-keeping or 'life-streaming', as it is commonly known. Things move on and technology is always changing. Many of the former life-streamers have closed their blogs and switched to Face book and the micro-blogging platforms Twitter and Tumblr which makes it even simpler to post short status updates. A blog, alongside active use of social media, allows a journalist to build up a personal following of online users. Editors certainly take notice of bloggers with large audience, which can lead to further job opportunities.

11.2   BLOG AS CITIZEN JOURNALISM

The Baghdad Blogger was an early example of online citizen journalism. It was Dan Gillmor's highly influential 2004 book "We the Media: Grassroots Journalism by the People, for

the People" that highlighted how new technology has enhanced the role of the citizen journalists. Once a passive consumer of media content, Gillmor described how the citizen reporter takes part in activities normally associated with professional journalists, providing a voice for ordinary people.

It was hoped that blogs could lead to pluralism in media- not just in the range of outlets, but in the number of voices that take part in the public debate. Blogs created by amateurs could fill a gap in the market where there are few other outlets. In the UK, examples include hyper-local blogs that offer in-depth. Often street-by-street, coverage of a local area. Where regional or local newspapers have closed, independent blogs have sometimes stepped in to take over their role as scrutinizers of local decision making.

In countries where mainstream media is restricted, blogs are used by pro-democracy activists to communicate alternative views. Bruce Etling et al. (2010) say: Around the world, in open and repressive nations alike, internet-based for citizen voices, expression of minority viewpoints, and political mobilization. 'Of course, the flipside is that they also provide opportunities for racists and bigots to find a platform.

Blogs had grown rapidly in popularity from 2001 to 2005, but by 2007 a backlash against such ideas was emerging. This was typified by the release of another book with an unnecessary long title: Andrew Keen's (2008) The Cult of the Amateur: How Today's Internet Is Killing Our Culture and Assaulting our Economy. He writes:

"The blogosphere is a sideshow, all eyeballs and no real relevance, a poker game played with fake chips. Blogger are very rarely sued or prosecuted because the government and corporations don't seem to really care what they write. As a result, they aren't held accountable for their work in the way that real reporters are. In contrast, professional journalism matters. Companies sue newspapers and reporters get sent to jail."

Modern academic theory highlights the weaknesses in the value-laden term 'citizen journalism' when many bloggers do not view themselves as a replacement for professionally produced journalism.

Do Blogs Expand the Public Debate?

Blogging communities exist in many interesting subject niches. There are particularly active communities in the often highly partisan arenas of politics, technology, religion and sport where bloggers tend to have polarized opinions.

11.3 SETTING UP A BLOG

We all need to build an internet presence whether that's a blog, independent news website, social media or all three. It's a great way to showcase your work, engage with and build an audience of people who like your work and demonstrate your knowledge and expertise. Also most potential employers will Google you to find out what you've been up to before commissioning you, so it's essential to have built up an online portfolio.

What is a CMS?

A CMS is a Content Management System and is nothing more glamorous than a large online database which stores digital assets. This is editorial content created by journalists, i.e. text, images, audio and video. A CMS is a program that resides on a server at a web host and you access it via an internet enabled device. This is in contrast to desktop software, such as Microsoft Word, that resides locally on a computer hard drive.

One of the most useful things about all CMSs, and why most news and blog sites use them, is that the graphic design of a page (specifically the template or theme containing banners, navigation, etc.) is separate from content (e.g. the blog posts). If all goes well, once a template has been correctly set up, journalists working on a site can focus on creating content rather than worrying about design issues. It is also easy to re-design a site, without having to re-create older stories. You just change the theme of the site and the content remains unaltered. This is a key benefit of using a CMS.

Based on rules you have set up in your CMS, when a user clicks on a particular link on your blog the CMS will go and 'pull' the content from the database and present it to the user. Once the user clicks on another link on your site, the first bit of content is returned to the database and the next bit of content will be pulled from the database to replace it.

Content as being 'dynamically generated', rather than old-fashioned static HTML pages where design and content is mixed together in a single page. It's obviously important that content is filed correctly in the CMS, so it can be found when a user requests it. Many CMSs use a system or categories which allows for the orderly filing of content. You have to set up a series of categories early on in the process when setting up a webpage.

11.4   CATEGORIES AND TAGS

A category determines the main topic of the blog post. Categories are a useful navigation tool for both your human users and for the computers that search engines use to crawl your website. They take the format of:

- **Name**: the name is how it appears on your site.

- **Slug**: the URL- friendly version of the name. It is usually all lower-case and contains only letters, numbers and hyphens.

- **Parent**: categories can have a hierarchy. A local news blog may have a category called 'sport' which then has children categories for 'football', rugby, 'cricket' and so on.

- **Description:** some WordPress themes allow you to give more details about what kind of content is in the category.

Tags are clickable, comma separated, keywords that allow you to describe what is in individual posts in more specific terms.

11.5   PLUG-INS AND WIDGETS

Add-on modules, what WordPress calls plug-ins, provide extra functionality and you will be able to download plug-ins to do just about anything you want. Thousands are available to download via (http://wordpress.org/extend/plugins/) and most are available for free. A smaller number can be installed if you have hosted your site for free at WordPress.com, though, which is yet another reason to host it independently. Installing a plug-in is a three-stage process, download the plug-in to your desktop, upload the zip files to WordPress and then activate them within the plug-ins section (quite a few people forget that last stage) widgets are Word press plug-ins that appear in the sidebar. The following widgets are installed and are showing on your live website by default a search box, recent comment from users and categories box. These can be removed or re-positioned on your site.

Some recommended plug-ins for Word Press are at this link.

- **Viper's Video Quictagas:** http://wordpress.org/extend/plugins/. As we discuss in Chapter 6, it's often best to host your video on a sharing site such as YouTube or Vimeo

rather than on your own server due to their size. This plug-in allows you to easily embed videos into your posts.

- All in one SEO Pack:http://wordpress.org.extend/plugins/all-in-one-seo-pack/. Make your blog SEO complaint and it automatically generates tags to describe your content.

- WordPress database Back-up: http://austinmatzko.com/wordpress-plugins/wp-hb-ba.

- **Share bar:** http://devgrwo.com/sharebar.wordpress-plugin/. Include a vertical box next to your posts containing buttons to allow users to share your content on ranges of social media sites.

- **Post Types Order:** www.nsp-code.com.workpress was originally designed foe blogs, where content appears in a reverse chronology, however, for news sites the most important story isn't always the most recent. This plug-in allows you to order your stories easily.

- **Zemanta**: www.zemanta.com put simply, it matches text within any blog post you write to publicly available content. This makes linking to content on other blogs and news sites very easy.

11.6 HOW TO COPE WITH COMMENTS ?

In word Press under settings- discussion in the main menu, you can control how comments are displayed on your site. A comment box, which allows users to express their opinion on what you have written and appears automatically beneath every post, is a key characteristic of a blog. It turns it from a one-way form of communication to something far more interesting. There is a theory that a 'blog' that does not give users the opportunity to post comments is not really a blog at all.

Allowing comments to appear on your blog is both a blessing and a curse.

- *Spam Comments:* spammers will post links that contain viruses or offensive material in comment boxes. Automated programs, known as spambots, will target your site and can leave hundreds of messages in a single day.

- *Trolling*: These are bullying comments from users. As these posts are written by people, rather than computers which generate spam, they are far harder for your blog filters to catch. These comments can raise legal issues as they may be defamatory, false or misleading abusive, obscene, racist, sexist homophobic in nature.

11.7 ACADEMIC ISSUES IN BLOGGING

Here are some of the most common academic debates:

Is blogging journalism?

This is the big one and is the issue that dominates the debate regarding blogs. It is a perennial debate that pops up with alarming regularity. Of course, this is a bit of a trick question can you guess why? As we mentioned in our introduction, a blog is essentially software. It creates sites with a shared design characteristic and layout, although even this is changing. So a similar question to ask is whether a paper diary is journalism? No, it is just a series of printed pages, with dates and usually a useful calendar at the back.

But let's assume the people who constantly debate whether blogging is journalism are talking about content that appears online, rather than the blogging software used. Unfortunately, the varied nature of lacking editorial standards, mixing news with comment, lacking in original

reporting and mixing editorial with advertising in a way that undermines public trust. That's certainly true of some bloggers, but equally it also applies to some journalists who work in mainstream media.

One of the authors attended a conference in 2006 where a senior editor working at a mainstream TV news company ridiculed the rise of citizen journalism. Banging his hand on the table, the editor declared that his company had the 'trust of the viewers'. To vocal agreement from the assembled audience, he said that viewers were as likely to trust a 'citizen journalist' to accurately tell them the news as they would a 'citizen doctor' to fix their broken leg.

However, increasingly mainstream outlets such as the BBC, the Guardian and sky News encourages their journalists to blog. Journalists Felix Salmon (2011) writes: 'There's convergence going on, news organizations are becoming bloggier, and blogs are becoming newsier and that process works to the benefit of both, even as it makes the status of "blogger" less interesting or meaningful.'

Newspaper increasingly uses weblogs as sources, especially in their coverage of politics and technology. 'The findings of this study indicate the possible existence of a continuous or repeating source cycle between the traditional media and weblogs,' write academic marcus Messner and Marcia Watson DiStaso (2008). It seems as if the traditional media report on an issue, which directly reaches the public. The issue is then picked up

Newspaper increasingly uses weblogs as sources, especially in their coverage of politics and technology. 'the findings of this study indicate the possible existence of a continuous or repeating source cycle between the traditional media and weblogs, write academics Marcus Messner and Marcia Watson DiStaso (2008). 'It seems as if the traditional media report on an issue, which directly reaches the public. The issue is then picked up by weblogs, who use the traditional media as their sources.

Messenger found that while weblogs were used only rarely as sources by the traditional media in the early part of this decade, they have clearly gained legitimacy with journalism between 2003 and 2005. 'This is not only stressed by the use of weblogs as sources, but also by the regular mentioning of weblogs in reporting contexts. Weblogs, which were initially considered an alternative news format, have moved into the mainstream by heavily relying on other media sources. 'Mainstream news organization now clearly monitors the blog-sphere for topic and opinions on a daily basis.

The political blog the Huffington Post has been criticized by its rivals in mainstream media for being a mere aggregator of original journalism found elsewhere and doing very little boots-on-the ground reporting. But it recently startled its critics by featuring a series of original reports on the struggles of wounded American soldiers returning home from Iraq and Afghanistan, which won its military correspondent, David Wood, a Pultizer Prize in 2012.

But while citizen journalism has not replaced professional journalism, it has become harder to define what a journalist is. 'The line between professional and personal had blurred amid an overwhelming tide of interlinked news sources and outputs. Terms like old media, new media, social media and blogging have become less and less useful in defining value or equality,' states Nic-Newman (2011).

11.8 SUMMARY

A blog is a technology platform, although it is commonly used as a verb-to-blog (meaning to write or edit an opinion article). In reality a blog posts may contain news content, photos, video and other forms of content and are often not just the opinions of the author. Bloggers often link of sources, aggregate and curate the news content produced by others News sites from mainstream media outlets such as the BBC have become 'blogger' by including similar content.

Blog platforms, such as Word Press and Blogger, have their own particular jargon. It is important to understand the meaning of words like: pages, posts, users, blogroll, tags, categories, plug-ins, widgets, permalinks and themes. A key feature of blogs is the comment box that appears beneath posts. This turns a blog post into a conversation with users, rather than the traditional model of journalism where information is passed down to a passive audience. A criticism of some blogs is that they rip off content from mainstream, media outlets, often without adding original comment to the story and providing no credit to the source.

11.9 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. What a blog is and how the word is used as a noun and a verb?

2. Blogs as citizen journalism. Explain

II. Answer the following questions in about 20 lines each:

1. What is blogosphere?

2. Why some people don't consider blog content to be journalism?

11.10 GLOSSARY

- **Blog**: A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries

- **Twitter**: Twitter is an American micro blogging and social networking service on which users post and interacts with messages known as "tweets".

- **Tumblr**: Tumblr is a blogging and social media tool that allows users to publish a "tumblelog", or short blog posts.

- **Blogosphere**: It is a term some writers have used to describe the grassroots and interactive journalism made possible by participants in blogs (logs or journals maintained on the Internet) and the symbiotic relationship between bloggers and traditional journalists.

- **Slug:** A slug is the name given to an article

11.11 SUGGESTED READINGS

1. Deitel, P. J. and Deitel H.M (2008), Internet and World Wide Web: How to Program,

2. Vir Bala Aggarwal, Essentials of Practical Journalism

3. Steve Hill and Paul Lashmar, Online Journalism: The Essential Guide, Sage Publications, London.

4. https://en.wikipedia.org/wiki/Social_networking_service

5. https://en.wikipedia.org/wiki/List_of_most-viewed_YouTube_channels

6. Paul Bradshaw, ýLiisaRohumaa, The Online Journalism Handbook: Skills to survive and thrive in the digital age.

UNIT - 12: ETHICS IN DIGITAL JOURNALISM

Contents:

12.0 OBJECTIVES

After reading this unit, you should be able to:

·   delineate the ethical issues in digital journalism

·   suggest possible ways to resolve the ethical dilemmas

·   identify ambiguities in defining a professional in digital journalism

12.1 INTRODUCTION

Professional journalists in mainstream media enjoy broad social sanction for their work, which, at its best, is a huge public good. By keeping a tab on the trends shaping up in society, by questioning the powerful on behalf of the *demos* (i.e., people), and by keeping the larger public good uppermost in their priorities, journalists and the news media can be said to perform a public service. For much of its history, therefore, the Indian news media and the journalism profession were above reproach on any legitimate criterion, far less on grounds of ethics.

Recent decades have shaken up the political economy of the media. A large number of media outlets have sprung up, often as instrumentsto aid private gain or to promote partisan interests. Coupled with the shift to business- and profit-orientation, the competition it engendered has manifest itself as a race to the bottom in violating the long-held conventions of the profession. Added to it was the information tsunami unleashed by the wildly popular social media.

These trends have brought the question of ethics for the media and the profession into the limelight. The following sections explore the ethics and ethical dilemmas as they apply to mainstream and digital media.

12.2 A BACKGROUND NOTE ON ETHICS

To begin with, the word 'ethics' is about correct conduct within society. Etymologically, "ethics" comes from the Greek word "ethos," meaning "character", and indicates a concern for virtuous people, reliable character and proper conduct. "Morality" on the other hand derives from "mores" or customs — the rules of conduct of a group or society. So, ethics can be definedas the analysis, evaluation, and promotion of correct conduct and/or good character,

according to the best available standards.Ethics asks what should be done in a given circumstance, or what we should do as participants in some form of activity or profession. So the scope of ethics is not limited to the acts of an individual, but includes the correct practices of governments, corporations, professionals and many other groups.

Ethical inquiry involves (i) questions about whether an action honours or violates anyone's rights or duties; (ii) questions about the "goods" that should be pursued, often thought of as the harmful or beneficial consequences of action; (iii) the impact of action on the "virtue" of the actors — their character and integrity.

How are ethical judgments to be justified?

Authoritative, External, Voices: According to this school of thought, ethical rules are valid if they are the rules of a deity, an inspired leader, are part of a divine world order, are based on tradition, revelation or a holy book. This tradition includes not only religions but also philosophical systems.

Naturalism: In this approach, ethical judgments are based something natural about humans or their natural world. Theories of this group have based ethics on natural feelings, conscience or reason within all humans — not on supernatural authority. For example, ethics may be based on universal sentiments or feelings, such as benevolence and sympathy, pleasure, or happiness. Universal principles are recognized as valid for all rational beings. Naturalism includes the philosophical traditions of empiricism and rationalism, from Aristotle and John Locke to David Hume, Adam Smith and Immanuel Kant.

Social Agreement, or Contract: One species of naturalistic theory is contract theory. In this view, ethical and political rules (and arrangements) are valid insofar as they are the result of a fair agreement among all interested parties. Historically, this agreement has been interpreted as an implicit, or explicit, social contract, or a hypothetical contract.

Theoretical Ethics: The theoretical study of the main concepts and methods of ethics. Major questions include the nature of ethical language, the objectivity of ethical beliefs, and the nature of ethical reasoning. Ethical philosophy, for example, is the systematic study of ethical experience and the justification of moral notions, beginning with those that historically and by current estimation are the most important.

Applied Ethics: The application and evaluation of the principles that guide practice in particular domains. Applied ethics concerns the issues and problems specific to the field in question. Major questions include how existing principles apply to new issues, the ranking of rival principles, the standards of "best practice" in a profession, and ethical decision-making in the field.

Professional ethicsis a major division of applied ethics. It is the application and evaluation of norms in various professions. Since the mid-1900s, many institutes, centres and journals have been established to study and enhance nursing ethics, business ethics, biomedical ethics, journalism ethics, and the ethics of government and corporate governance.

12.3 ETHICAL DILEMMAS FOR DIGITAL JOURNALISTS

Ethical issues faced by journalists in the digital media can be grouped as follows:

(i) Newsgathering; (ii) Accountability / transparency; (iii) Metrics; and (iv) Inclusion / Free flow of information.

Newsgathering

(i) Accuracy may suffer in the competition and hurry native to the 24x7 digital news environment. What systems should be in place to protect fact-checking? What factors

should give priority to publication, vs. verification? Should news organizations alert users to trustworthiness of either information or sources?

(ii) Online, errors can live on forever. At the same time, misstatements can easily be erased from scrutiny. What is a news outlet's responsibility to track down errors that have spread through social media, and to highlight corrections?

(iii) What is the responsibility of a news organization to fact-check community-based reporting when a community member may be promoting one perspective or simply lack the training to sort fact from fiction? If such reporters have conflicts of interest—clear political agendas or financial interests, for example—is it enough to identify these? Should community contributors be held to the same ethical standards as staff journalists?

Accountability/Transparency

(i) When is it appropriate for journalists not to publish information, even when it might already be publicly available or improve site metrics? For example, mug shots from traffic violations, teacher names paired with their students' test scores, or drunk-driving cases of non-public figures.

(ii) Social media companies are promoting frictionless sharing and the linkage of personal information across the Web. What is journalism's responsibility to privacy? Should news organizations set a limit to user information sharing either internally or externally, even when it might help build advertising or audience?

(iii) How should news organizations handle user information collected via user registration, Facebook pages, location-based social media and subscriptions? Should the editorial/ business divide be maintained when it comes to social media? How transparent must a news organization be about its use of reader data?

(iv) How can journalists, who use social media to promote their stories and build a following, protect against perceptions of bias or influence peddling?

Metrics

(i) Pressure has increased to bridge the business/editorial divide. Should newsroom staff be protected from or participate in decisions about handling sponsors or targeting specific audiences?

(ii) Metrics provide valuable insight into user habits and trends. But how much should metrics drive publishing decisions? Should news organizations focus on the most popular topics and lessen emphasis on longer, more complicated stories that may not draw audience?

(iii) Should metrics influence reporting and writing decisions? Should journalists be protected from story metrics or should they be trained how to use them to strengthen reporting and writing practices?

Inclusion/Free-Flow of Information

(i) What is the responsibility of journalists to actively break down the silos of perspective, information, and ideological frames that populate the Internet?

(ii) What is the responsibility of journalists or news sites to actively integrate the demographic niches (race, class, gender, generation and geography) that can characterize news sites, blogs and other digital media?

12.4 POTENTIAL SOLUTIONS

Technological Strategies:

- Include a correction button with every story allowing readers to alert reporters and editors to inaccuracies. Make corrections policy clear to users.

- Create a permanent URL for a story and update the piece there; allow the story history (and errors) to be visible to users.

- Assign story elements (data, photographs, video, quotes) a unique identifier so that when it is used elsewhere, readers will be able to see its provenance and original context.

- Create a 'story bank' of orphan content with low initial readership that might attract new or niche audiences elsewhere.

- Develop a checklist in the CMS for cross-checking content across multiple platforms: Did you check the spelling of every name? How many sources did you include? Were diverse sources consulted?

- Make annotation and footnotes (such as those used in fact-checking) visible to users.

- Create an award for apps and other technologies that support accuracy, inclusivity, and other core journalism values.

- Develop technology that can surface a mix of perspectives and link demographic silos.

- Develop metrics that reach beyond measuring clicks in order to align with the journalistic mission and possibly enhance revenue potential.

- Show source of grant- or fellowship-funded journalism using taglines or other means.

Human Strategies:

- Update corrections policies and create a corrections/revisions work flow.

- Create systems that reward accuracy over speed, and encourage traditional journalism awards to do the same.

- Create a set of codes and principles for community-based journalists.

- Offer brown bag sessions around ethics case studies, including some cases that highlight differing business and editorial values. Invite everyone in the organization, includingsales and programmers.

- Integrate ethics into the organization culture. Develop a set of shared values central to the journalism mission that support credibility and thus contribute to revenue and sustainability.

- Develop a niche and movement for "slow journalism."

- Recruit a diverse staff across all levels and specialties.

- Create project teams across business, technology and editorial departments.

- Develop campaign(s) to market the importance of journalism's commitment to ethics, investigation, and credibility to the public.

- Train everyone in metrics and how to use them to serve values-based storytelling.

- Define transparency for the organization so that people from different backgrounds

(e.g., business and journalism) will have a shared understanding of what this means.

- Urge funders to use diversity among staff and founders as a metric for grants.

Educational Strategies:

- Avoid focusing too much on specific technologies because of the speed of change. Provide opportunities for students to develop comfort with different platforms and train them to be adaptable.

- Teach students how to collaborate with technologists and entrepreneurs.

- Make sure the basics aren't lost: critical thinking, hard questions, source development, good storytelling, and basic grammar.

- Teach media literacy to the general public and to students outside journalism. Help them appreciate the importance of civic participation.

- Offer continuing education on metrics, platforms, etc.

12.5 PROFESSIONALISM IN DIGITAL JOURNALISM VS PROFESSIONALISM IN MAINSTREAM MEDIA

Unlike in the case of mainstream media, the question of who is a journalist in digital media does not have a straight answer. Mainstream print and broadcast media houses are generally big organisations with the familiar hierarchical / departmental structure. A professional journalist in such media is one employed by them with certain tasks assigned to him / her. Digital media by contrast need not always have a structured organisation. It could be just a group of people doing the same things as a professional journalist does, or it could just be a one-person operation. Also, that one person / group of people could be doing it as an exercise of their freedom of speech and expression, without a formal registration as a media house. Should they be considered professional journalists too?

To answer the above question, we need clarity about what journalism is. Philosopher Stephen J.A. Ward says there are three approaches to this question: sceptical, empirical, and normative. Sceptically, one dismisses the question itself as unimportant. For example, one might say that anyone can be a journalist, and it is not worth arguing over who gets to call himself or herself a journalist. One is sceptical about attempts to define journalism.

Empirically, there is a more systematic and careful approach to the question. We can look at clear examples of journalism over history and note the types of activities in which journalists engaged, e.g. gathering information, editing stories, publishing news and opinion. Then we use these features to provide a definition of journalism that separates it from novel writing, storytelling, or editing information for a government database.

The normative approach insists that writers should *not* be called journalists unless they have highly developed skills, acquired usually through training or formal education, and unless they honour certain ethical norms. The skills include investigative capabilities, research skills, facility with media technology of media, knowledge of how institutions work, and highly developed communication skills. The ethical norms include a commitment to accuracy, verification, truth, and so on. The normative approach is based on an ideal view of journalism as accurately and responsibly informing the public. One defines journalism by considering the best examples of journalism and the practices of the best journalists.

New media encourages people to express their opinion and share their thoughts candidly.

Many bloggers take pride in speaking their mind, compared to any mainstream reporters who must cover events impartially. Many online journalists see themselves as partisans or activists for causes or political movements, and reject the idea of objective or neutral analysis.

Partial or partisan journalism comes in at least two kinds: One kind is an opinion journalism that enjoys commenting upon events and issues, with or without verification. Another form is partisan journalism that uses media as a mouthpiece for political parties and movements.

To some extent, we are seeing a revival (or return) to an opinion/partisan journalism that was popular before the rise of objective reporting in the early 1900s.Both opinion and partisan journalism have long roots in journalism history. However, their revival in an online world raises serious ethical conundrums for current media ethics. Should objectivity be abandoned by all journalists? Which is best for a vigorous and healthy democracy – impartial journalism or partisan journalism?

To make matters more contentious, some of the new exponents of opinion and partial journalism not only question objectivity, they question the long-standing principle that journalists should be independent from the groups they write about. For example, some partisan journalists reject charges of a journalistic "conflict of interest" when they accept money from groups, or make donations to political parties.

Economically, mainstream newsrooms who uphold traditional principles such as impartiality, increasingly feel compelled to move towards a more opinionated or partisan approach to news and commentary. To be impartial is said to be boring to viewers. Audiences are said to be attracted to strong opinion and conflicts of opinion.

Even where newsrooms enforce the rules of impartiality — say by suspending a journalist for a conflict of interest or partial comment — they fail to get full public support. Some citizens and groups complain that newsroom restraints on what analysts and reporters can say about the groups they cover is censorship.

Is it good, that more and more, journalists no longer stand among the opposing groups in society and try to inform the public fairly about their perspectives but rather become part of the groups seeking to influence public opinion?The ethical challenge is to redefine what independent journalism in the public interest means for a media where many new types of journalism are appearing and where basic principles are being challenged.

The declining readers and profits of mainstream media, as citizens migrate online, has caused newsrooms to shrink their staff. Some journalists doubt the continuing viability of the old economic model of a mass media based on advertising and circulation sales.

In response, many journalists have started not-for-profit newsrooms, news web sites, and centres of investigative journalism based on money from foundations and donations from citizens. Some journalists go online and ask for citizens to send them money to do stories. This trend can be called "entrepreneurial journalism" because the journalist no longer simply reports while other people (e.g. advertising staff) raise funds for their newsroom. These journalists are entrepreneurs attempting to raise funds for their new ventures.

The new ventures raise ethical questions.

How independent can such newsrooms be when they are so reliant on funds from a limited number of donors? What happens if the newsroom intends to report a negative story about one of its main funders? From whom will these newsrooms take money? How transparent will they be about who gives them money and under what conditions?

The challenge is to develop ethics for this new area of journalism.

Reporters Using Social Media

Many news organizations encourage their reporters to use social media to gather information and create a "brand" for themselves by starting their own blog, Facebook page, or Twitter account. However, online commenting can put reporters, especially beat reporters, in

trouble with their editors or the people they comment about, especially if the news outlet says it provides impartial reporting. For example, a reporter who covers city hall may report dispassionately in her newspaper about a candidate for mayor. But on her blog, she may express strong opinion, saying the candidate is an unlikeable and incompetent politician. Such comments would give the candidate cause to complain about the lack of impartiality of the reporter. The ethical challenge is to develop social media guidelines that allow reporters to explore the new media world but also to draw reasonable limits on personal commentary.

Citizen Journalist's User Generated Content

One of the difficult "horizontal" issues, noted above, is whether newsrooms should keep all types of journalists to the same editorial standards? For example, should citizen journalists be required to be balanced and impartial? Can journalists who operate a newsroom's web site report on a story before their colleagues—the print reporters? In other words, should print reporters be held to a higher standard of pre-publication verification?

Furthermore, as newsroom staff shrink, and the popularity of online news grows, organizations are increasingly able, and willing, to collaborate with citizens in covering disasters, accidents, and other breaking news. Citizens who capture events on their cell phones can transmit text and images to newsrooms.

Newsrooms need to put in place a process for citizen-supplied material, which may be bogus or biased. How shall sources be identified? How much vetting is necessary for different sorts of stories? Should citizen contributors be made aware of the newsroom's editorial standards? The ethical question is whether it is possible to construct a media ethics whose norms apply consistently across all media platforms. Or are we faced with the prospect of having different sets of norms for different media platforms?

Ethics of Images

There are the new ethical issues raised by the rise of new image technology. These images include both photographs and video. Citizens and professional journalists have new and easy ways to capture and transmit images, such as cell phones linked to the Internet via wireless technology. They have new technologies for altering and manipulating these images. This convergence of ease of capture, ease of transmission, and ease of manipulation questions the traditional principles of photojournalism which were developed for non-digital capture and transmission of pictures and video.

As mentioned above, one issue is whether newsrooms can trust the easily obtained images of citizens and citizen journalists. Who is the sender and how do we know that this image is really of the event in question? Another issue is whether a journalist or a citizen used technology to alter the photograph, e.g. to add an object to the picture or to take an object out. The manipulation of images is so tempting that mainstream newsrooms have fired a string of photojournalists over the past decade to discourage fraudulent practices. Even with manipulation, not all issues are clear.

Photojournalists often talk about how it is permitted to change the 'technical' aspects of a picture such as altering slightly the tone or colour of a photo. But, they draw the line at any further changes. Changing the meaning or content of the image so as to mislead viewers is considered unethical. However, the line between a technical change and a change is meaning is not always clear. An image maker can enhance the colours of a photo until it is quite unlike the original picture of the object or the event. Also, editors may argue that it permissible to alter images for the covers of fashion magazines (and other types of magazine) since the cover is a work of 'art' to attract buyers while they browse magazine stands. Once again, there is much for ethics to do to clarify the principles of responsible image making and how those principles apply to difficult cases.

12.6 A FRAMEWORK FOR ETHICAL DECISION-MAKING

Recognize an Ethical Issue

1. Could this decision or situation be damaging to someone or to some group? Does this decision involve a choice between a good and bad alternative, or perhaps between two "goods" or between two "bads"?

2. Is this issue about more than what is legal or what is most efficient? If so, how?

Get the Facts

3. What are the relevant facts of the case? What facts are not known? Can I learn more about the situation? Do I know enough to make a decision?

4. What individuals and groups have an important stake in the outcome? Are some concerns more important? Why?

5. What are the options for acting? Have all the relevant persons and groups been consulted? Have I identified creative options?

Evaluate Alternative Actions

6. Evaluate the options by asking the following questions:
   - Which option will produce the best and do the least harm? (The Utilitarian Approach)
   - Which option best respects the rights of all who have a stake? (The Rights Approach)
   - Which option treats people equally or proportionately? (The Justice Approach)
   - Which option best serves the community as a whole, not just some members? (The Common Good Approach)
   - Which option leads me to act as the sort of person I want to be? (The Virtue Approach)

Make a Decision and Test It

7. Considering all these approaches, which option best addresses the situation?

8. If I told someone I respect — or told a television audience — which option I have chosen, what would they say?

Act and Reflect on the Outcome

9. How can my decision be implemented with the greatest care and attention to the concerns of all stakeholders?

10. How did my decision turn out and what have I learned from this specific situation?

12.7 SUMMARY

Ethical issues faced by journalists in the digital media can be grouped as follows:(i) Newsgathering; (ii) Accountability / transparency; (iii) Metrics; and (iv) Inclusion / Free flow of information. As an example of the dilemmas in news gathering, what should be done if accuracy is likely to suffer in the competition and hurry native to the 24x7 digital news environment. What systems should be in place to protect fact-checking? What factors should give priority to publication, vs. verification? Should news organizations alert users to trustworthiness of either information or sources?

To resolve these ethical issues, a set of technological, human and educational strategies are recommended. For instance, one could include a correction button with every story allowing readers to alert reporters and editors to inaccuracies. Make corrections policy clear to users. Also, digital journalism outlets can create a permanent URL for a story and update the piece there; allow the story history (and errors) to be visible to users.

Next, the chapter also discussed in detail the idea of a professional in digital space. Unlike in the case of mainstream media, the question of who is a journalist in digital media does not have a straight answer. Mainstream print and broadcast media houses are generally big organisations with the familiar hierarchical / departmental structure. A professional journalist in such media is one employed by them with certain tasks assigned to him / her.

Digital media by contrast need not always have a structured organisation. It could be just a group of people doing the same things as a professional journalist does, or it could just be a one-person operation. Also, that one person / group of people could be doing it as an exercise of their freedom of speech and expression, without a formal registration as a media house. Should they be considered professional journalists too?

Finally, the chapter provided a framework for ethical decision-making in five steps: (i) recognise an ethical issue; (ii) get the facts; (iii) evaluate alternate actions; (iv) make a decision and test it; and (v) act and reflect on it.

12.8 GLOSSARY

- **Ethics:** Ethics can be defined as the analysis, evaluation, and promotion of correct conduct and/or good character, according to the best available standards. Ethics asks what should be done in a given circumstance, or what we should do as participants in some form of activity or profession.

- **Theoretical Ethics:** The theoretical study of the main concepts and methods of ethics. Major questions include the nature of ethical language, the objectivity of ethical beliefs, and the nature of ethical reasoning.

- **Applied Ethics:** The application and evaluation of the principles that guide practice in particular domains. Applied ethics concerns the issues and problems specific to the field in question.

- **Metrics:** Measurement of audience / readers

12.9 MODEL EXAMINATION QUESTIONS

I. Answer the following questions in about 40 lines each:

1. Discuss some of the ethical issues that crop up in news gathering.

2. Outline a method for arriving at ethical decisions

II. Answer the following questions in about 20 lines each:

1. What are the possible ways to resolve ethical dilemmas in digital journalism?

2. How do you deal with the question of defining a journalist in digital domain?

3. What are the educational and human strategies for dealing with ethical dilemmas?

12.10 SUGGESTED READINGS

1. Digital Media Ethics, by Charles Ess, Polity Press, 2020

2. Invention of Journalism Ethics: The Path to Objectivity and Beyond, by Stephen J.A. Ward, McGill Queens University Press, 2004.

3. Markkula Center for Applied Ethics, Santa Clara University URL: https://www.scu.edu/ethics/focus-areas/journalism-and-media-ethics/resources/unavoidable-ethical-dilemmas-for-digital-journalists/

Dr .B.R.AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR - SEMESTER-III
MODEL EXAMINATION PAPER
Subject: Journalism and Mass Communication
MAJMC38905DJ: Digital Journalism

Time: 3 Hrs

[Max. Marks: 70]

[Min. Marks: 28]

SECTION - A
[Marks: 4 x 10 = 40]

Instructions to the Candidates:

a) Answer any **Four** of the following questions in about **40** lines each.

b) Each question carries **10** marks.

1. Trace the evolution of Online Journalism.
2. How does Journalist use Social media?
3. Explain the various steps in Content Planning.
4. What are the important features of word processing?
5. How is social media related to journalism?
6. Discuss the Cyber laws applicable to Online Journalism.
7. Expound the various mobile apps useful for reporting.
8. Describe the ethical dilemmas for digital journalism.

SECTION - B
[Marks: 5x 6 = 30]

Instructions to the Candidates:

a) Answer any **Five** of the following questions in about **20** lines each.

b) Each question carries **06** marks.

9. What are the characteristics of Convergent Journalism?
10. Discuss the new roles of journalists in the Digital era.
11. How do you measure effectiveness of Cyber media in Communication?
12. What is the impact of technology on the process of Communication?
13. Give an account on internet online newsletters.
14. Briefly discuss e-journals.
15. What is meant by Citizen journalism?
16. Discuss social media and journalism.
17. Comment on the academic issues in blogging.
18. Discuss editorial issues in website production.

Dr .B.R.AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR - SEMESTER-III
MODEL EXAMINATION PAPER
Subject: Journalism and Mass Communication
MAJMC38905DJ: Digital Journalism

[Max. Marks: 15]
[Min. Marks: 06]

Assignment – I

Note:

1. Do not copy the answers directly from any of the books.

2. As far as possible try to answer the questions independently in your own words.

3. If it is necessary to quote from any source, give the correct reference.

4. Use your own foolscap pages for writing the assignments.

5. Leave sufficient margins for the comments of the evaluator.

6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any <u>One</u> of the following questions in about <u>40</u> lines

Each question carries <u>10</u> marks.

1. Give an account on convergence journalism.

2. List out the characteristics of web writing.

Section – B

Answer any <u>One</u> of the following questions in about <u>20</u> lines

Each question carries <u>05</u> marks.

1. Difference between online journalism and traditional journalism.

2. Role of online readers' vs role of audience. Elaborate.

Dr .B.R.AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
M.A. II YEAR - SEMESTER-III
MODEL EXAMINATION PAPER
Subject: Journalism and Mass Communication
MAJMC38905DJ: Digital Journalism

[Max. Marks: 15]
[Min. Marks: 06]

Assignment – II

Note:

1. Do not copy the answers directly from any of the books.

2. As far as possible try to answer the questions independently in your own words.

3. If it is necessary to quote from any source, give the correct reference.

4. Use your own foolscap pages for writing the assignments.

5. Leave sufficient margins for the comments of the evaluator.

6. Completion of this assignment normally should not take more than 45 minutes time.

Section – A

Answer any <u>One</u> of the following questions in about <u>40</u> lines

Each question carries <u>10</u> marks.

1. What is convergence journalism?

2. Give an account on cyber media.

Section – B

Answer any <u>One</u> of the following questions in about <u>20</u> lines

Each question carries <u>05</u> marks.

1. Give an outline on web hosting and privacy policies.

2. How is social media used by state and central government?

***

M.A.

SECOND YEAR   SEMESTER – IV

JOURNALISM AND MASS COMMUNICATION

PUBLIC RELATIONS

"We may forgo material benefits of civilization, but we cannot forgo our right and opportunity to reap the benefits of the highest education to the fullest extent as the education is the greatest material benefit".

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2021

CONTENTS

M.A.

SECOND YEAR - SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

RURAL COMMUNICATION

*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent
as the education is the greatest material benefit"*

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2022

CONTENTS

MAJMC48903CRQ

M.A.

SECOND YEAR   SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH (QUALITATIVE)

*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent
as the education is the greatest material benefit"*

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2022

CONTENTS

MAJMC48904ML

M.A.

SECOND YEAR - SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

MEDIA LITERACY

*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent
as the education is the greatest material benefit"*

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2022

CONTENTS

Block/ Unit	Title	Page

MAJMC48905PRV

M.A.

SECOND YEAR - SEMESTER - IV

JOURNALISM AND MASS COMMUNICATION

PROJECT REPORT AND VIVA-VOCE GUIDELINES

*"We may forgo material benefits of civilization, but we
cannot forgo our right and opportunity to reap the benefits
of the highest education to the fullest extent
as the education is the greatest material benefit"*

-Dr. B. R. Ambedkar

DR. B. R. AMBEDKAR OPEN UNIVERSITY
HYDERABAD
2022

CONTENTS