

GE PAPER

MEDIA AND COMMUNICATION

BA(Hons) Economics, History, Pol Sc, B COM (Hons), Maths (H), Physics (H)

Notes by SHIBANI PHUKAN

TOPIC: NEW MEDIA

WHAT IS NEW MEDIA

The term new media is used to refer or describe material or content that is made available through various forms of electronic communication. This kind of communication is made available through the use of the internet.

EXAMPLES OF NEW MEDIA

- Websites
- Blogs
- Email
- Mobile apps
- Social media platforms like Facebook
- Chat rooms
- Online communities
- Web advertising
- Streaming audio and video

New Media is an effective means of communication. This is because new media is relatively cost-effective, its reach is huge and it requires minimal resources. New media is also hugely popular especially with the new generation. The effectiveness and usage of new media has been especially evident during this period of lockdown when we are using various forms of new media to stay in touch, learn new things, earn a livelihood and so on. It is also a media which is perhaps more in usage in urban areas and in developed nations as one must remember, access to the internet is not always cheap and not always possible. The most amazing aspect of new media is its

reach, with the click of a button, one can theoretically reach across to millions across the globe. Hence it is increasingly becoming a preferred means of communicating across the globe. Even traditional media such as the newspaper industry are now coming up with digital editions to take advantage of the reach and cost-effectiveness of new media.

BLOGS: A blog is a website that is run by an individual or a small group of people in which information and discussion is made available. The style is mostly personal and conversational. Blogs are often written in a diary format. It can be seen as an online journal. Blogs could be wide-ranging in terms of its subject matter, but most blogs choose to focus on a particular subject such as food or fitness, in order to garner a devoted following. A person who maintains a blog is called a blogger.

VLOGS: A video blog, or a video journal is called a vlog.

PDCAST: It is an episodic series of spoken words or digital audio files that can be streamed live or be downloaded on your personal devices such as a mobile phone for easy and convenient listening.

NEWS PORTAL: A news portal is akin to a digital magazine in which a host of information on a range of topics from politics and sports to entertainment and sports is available for your perusal. News portals are usually run by media houses.

WRITING FOR THE WORLDWIDEBEB

When you write for anybody but yourself, the audience that you write for becomes instrumental in guiding what you write, how you write. This is true for writing for the Web as well. Given the nature of the web wherein you are addressing a large, heterogenous audience, a general guideline is difficult to put out, but here are some basic ones to follow.

- Keep the target audience in mind.
- Keep the language simple.
- Language should be conversational.
- The visual appeal of the content is important. Text can be used differently to achieve a variety of effects. Different fonts, type sizes, colours, bubbles etc can be used to highlight text.
- Visuals used should supplement the text.

- Information should be correct and verified.
- Use hyper-texts and links to pages and topics related to the main topic to maximise the reader's interest.
- Use the inverted pyramid style. The most important information should go on top of the page. Information in decreasing order of importance, or increasing order of detail can then follow in a tapering down style.
- Use the active voice.
- Avoid jargon keeping in mind that it is not only a niche audience you are addressing.

Make the page scannable. This entails making the information available in such a way that any reader can access the information he or she is particularly interested in with ease. In order to do so, the page has to well designed.

Below is a link that teaches you to create a web page in a step by step manner. Go ahead and make one. Enjoy!

<https://www.websitebuilderexpert.com/designing-websites/>

•

•