MMC 301:NEW MEDIA

BLOCK I

Vision

To grow to be a leading centre for human resource development through distance, open and universal learning system.

Mission

To provide quality higher education at door step through barrier-less, flexible and open learning mode in conformity with national priority and societal need.

Objective

- To offer degree, diploma, certificate level programme of study through distance learning in various emerging subjects across the disciplines.

- To offer job oriented and vocational programmes in flexible terms in the line of the national and regional level demand of manpower.

- To offer various programmes under lifelong learning contributing to the local and regional level requirements and as per the need of the society at large.

- To undertake various research and academic activities for furtherance of distance education in the region.

- To contribute to conserve and promote cultural heritage, literature, traditional knowledge and environment conducting short programmes, workshops, seminars and research in interdisciplinary field.

MMC 301: NEW MEDIA

CENTRE FOR OPEN AND DISTANCE LEARNING

TEZPUR UNIVERSITY (A CENTRAL UNIVRESITY)

TEZPUR, ASSAM-784028

INDIA

<u>**MMC-301: NEW MEDIA**</u>

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BLOCK I

TABLE OF CONTENT

COURSE INTRODUCTION

Advancement of Communication and Information Technologies (ICTs) has changed the scenario of mass communication with the emergence of new media as a medium of communication. After the growth of new media, terms like computer mediated communication, user generated communication, information society, media convergence, etc. have become popular within the discipline of Media and Communication studies. This course, New Media (MMC 301) has total two blocks which includes fourteen units.

The **Block I** is based on two modules Module I and Module II, which discuss the topics of new media technology and trends in new media respectively. From the **Module I** , you will know the evolution of internet technologies, overview of online communication and also will learn about the topics such as HTML, Internet Protocol, Broadband, Bandwidth. On the other hand the , **Module II** focuses on trends in New media that include user generated as well as computer generated communication, convergence of media , Web 2.0, blogging, virtual community, etc. The Unit 4 of Module II discusses the topics such as identity formation in the virtual world, new media and digital divide, new media and democracy, etc.

Block II includes **Module III** and **Module IV**. The Module III is about the topic of convergence and technology which explains the process of technological as well as digital convergence, implication of digital convergence in society . This Module also discusses the differences between traditional journalism and online journalism, concept of citizen journalism, online news writing and editing , etc. Unit 12 under Module IV discusses the uses of new media for educational purposes. For instance, educational platforms in the internet such as Massive Open Online Courses (MOOC) , ePathsala, Sodhganga, etc. have been promoting open education resources through providing open access to these platforms. The Unit 13

and Unit 14 includes the topics of new media and audience culture and new media and development respectively.

MODULE I: NEW MEDIA TECHNOLOGY

UNIT 1: EVOLUTION OF INTERNET TECHNOLOGY

UNIT STRUCTURE

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1.1 INTRODUCTION

New media has evolved as a result of the computing technology. The computers have basically enabled the users to generate data and to store it and share with individuals or groups through Internet. This process of communication has completely revolutionized the experience of the users as compared to the old media i.e., newspaper, radio and television. To understand the new media it is therefore important to trace the history of the new media, which is apparently the Internet, the concept that evolved after the advent of the computers. This unit will help the learners to understand about the computers and the Internet, as it chronologically discusses the major events which took place in its development process. Along with the world history of computer and Internet, the unit also deliberates on the growth and origin in India and examines some major impacts of these technologies in India.

1.2 OBJECTIVES

A thorough study of this unit shall enable you to -

- To comprehend the history of computers
- To understand the Internet and web technology
- To comprehend the growth of Internet and its impact in India

1.3 HISTORY OF INTERNET

Before you know the history of internet , you need to understand the chronological growth of computer technology. Charles Babbage, a mathematics professor from England during 19th century designed the Analytical Engine and it was this design, based on which the basic framework of the computers of today were conceived. Computers can be basically classified into three generations. These generations were categorized on the basis of their time of existence and each generation represented an improved version of the existing computer.

First generation computers existed between 1937 to 1946, these computers could perform only single task and they had no operating system. It was very huge, nearly the size of a room. ENIAC (Electronic Numerical Integrator and Computer) is considered as the first generation computer.

The second-generation computers were found between 1947 to 1962, transistors that helped reduce the size of the computer at the same time making it more reliable replaced the vacuum tubes that were used in the first generation computers. For the first time UNIVAC 1 (Universal Automatic Computer 1) in 1951 was made accessible to the public for commercial use. Eventually in 1953 IBM (International Business Machine) launched 650 and 700 series computers that created a revolution in the computer world, these computers could be used to store data and had operating systems. The printers could also be used with these versions of second-generation computers.

Lastly the third generation computers marked their existence from 1963 till the present time. Today all the computers that we are using belong to the third generation. The computers of this generation are fitted with integrated circuit, it was a major breakthrough because with this invention the computers became smaller, powerful and more reliable. This technology also enabled the third generation computers to do multiple tasks at the same time. The computer technologies are always evolving and today computers have become a part and parcel of our life. Apart from our personal use, computers are seen everywhere, in offices, banks, educational and research institutes, shops, medicals and media houses etc. It has turned out to be a very useful tool in many areas of our daily life and it will continue to influence our society and personal life.

Nowadays, the computers across the globe are connected through internet. A global computer network system provides the facilities to transmit data between any two or more computers within the network. This network of computers is created via wireless and fiber-optic technologies, which is called the Internet. It is basically, a network of global exchanges that involves private, public, business, academic and government networks.

This idea of Internet was first conceived by ARPA (Advance Research Project Agency), which was an agency of the United States Department of Defense who decided to build a computer network for defense and security purpose of the country. Hence, a network of computers was created called ARPANET (Advance Research Project Agency Network). In the late 1960s, the network initially connected computers of four universities to enable them to share data and collaborate in research and development activities. The Department of Defense (DoD) later changed the name to DARPANET (Defense Advance Research Agency Network) by increasing the number of computers that were connected in the beginning. Initially the access to the network was restricted to limited academics and researchers. The privileged people who were given the access could not only exchange data but also sent electronic mails (e-mails) to each other and could also play games. Further experiencing its usability the government apparently decided to make it open for the public. Ever since then, the technology of Internet has been always evolving and becoming more and more popular among the masses across the world. It is estimated that there are 328 million

computers and other computing devices, which are being connected to the Internet each month.

1.4 ORIGIN OF WEB

The term Web refers to the global network-accessible information system with which people can interact with people around the globe. This web is comprised of interlinked pages of text, images and animations, sounds, three dimensional worlds, videos, etc. The history of web traced back to the historic innovation by Tim Berners-Lee in 1989. He was a British scientist who was working with CERN, the European Organization for Nuclear Research invented the World Wide Web (WWW). The Web was originally conceived and developed to meet the demand for automated information sharing system between scientists in universities and institutes around the world. CERN, which is the hub of thousands of scientists from across more than 100 countries, wanted reliable communication tools for the extensive community members who were mostly scientists, who worked at universities and national laboratories in their home countries. The basic idea of the WWW was to merge the evolving technologies of computers, data networks and hypertext into a powerful and easy to use global information system. After a series of proposals for World Wide Web by Tim, finally in November 1990, together with Belgian systems engineer Robert Cailliau, a proposal was formalized as a management proposal. This outlined the principal concepts and it defined important terms behind the Web. The document described a "hypertext project" called "WorldWideWeb" in which a "web" of "hypertext documents" could be viewed by "browsers". A browser is a software application through which one can access information in Web Wide Web. Examples of such browsers are UC Browser, Google Chrome, Firefox, Internet Explorer , Safari, etc. The function of web browser is to retrieve the content from a web server and display it on the webpage opened on the user's device. On the other hand , a web server processes the commands of the web browser through using HTTP (Hypertext Transfer Protocol) and thus the user can open a webpage. By the end of 1990, Tim Berners-lee was able to practically implement his ideas when the first web server and browser became operational at CERN.

1.5 GROWTH OF INTERNET IN INDIA

In India, internet was launched with the advent of the Educational Research Network in short known as ERNET. The network was launched only for educational and Research purpose and people who were engaged in education and research were only given the access. It was initially started as a part of the United Nations Development Program (UNDP) in association with the Government of India under the Department of Electronics (DoE). In The first phase institutes like Indian Institute of Science and five Indian Institutes of Technology (Delhi, Kanpur, Kharagpur, and Chennai) were connected including NCST in Mumbai and Department of Electronics.

During 1995 National Informatics Centre (NIC) was started to facilitate communication between government institutions. Eventually Internet was made accessible to the public by VSNL (Videsh Sanchar Nigan Limited) on 15 August 1995. At that time only VSNL had the control over international communications in India and private enterprise was not permitted in the sector. Despite the poor Internet services provided by the VSNL the Internet subscribers increased since it gave them a new experience to connect themselves with the world and communicate among each other. Later by 2004 broadband policy was introduced which provided a continuous Internet connection with an increased downloading speed. Again in 2010 the Internet technology was revolutionized in India with the introduction of 3G (3rd Generation) and 4G (Fourth-Generation) Internet connection when Government of India decided to auction these spectrums to public as well as private Internet service providers and opened the gates for wireless broadband market. According to a Report by World Bank in 2017, India has the second highest Internet users in the world after China.

1.5.1 Impact of Internet in India

Like in many developing countries, in India also, the impact of Internet is very much visible. The Internet has significantly helped to create more user-friendly

environments for information sharing. India is rapidly adopting the e-governance system as a result of the massive increase in Internet penetration in India. Apart from governance, Internet is also changing the information practices in various other sectors like health, education, commerce, agriculture etc. The increasing use of Internet has resulted in the updating of information/technology infrastructures. The 2015-report 'India@Digitia.Bharat' by the Boston Consulting Group (BCG) and Internet and Mobile Marketing Association of India (IAMAI), the 40-page report covered GDP contribution of the Internet, user segments, business transformations and a call to action for all key stakeholders. India's 190 million Internet user base in June 2014 was third in the world after China's 620 million and the US with 275 million according to the report. In India increasing Internet penetration, rapid technology adoption and high sale of technical gadgets like smart phones, tablets, etc., have led to an attractive online customer base and unprecedented growth of e-commerce. Internet has been able to create jobs in India since the demand for ICT related jobs have tremendously increased. Digitization has brought social transformation in the life of common Indians. The government, which got elected in the year 2014 and again in 2019, has taken up an initiative called "Digital India" for modernization of the society that will connect every corner of the country. The impact of digitization has helped Indian GDP to grow (Chaudhuri & Kumar, 2015). India has already crossed 910 million mobile subscribers, 58% rural Internet users, over 300 million smartphone sale and the subscribers of 3G and 4G networks are growing everyday.

ASSESS YOUR PROGRESS

1. Explain the relationship among internet, web browser and web server**.**

1.6 SUMMING UP

In the unit we have discussed the brief history of computer and the types of first, second and third generation computers. We have also discussed how after the invention of computers, the idea of Internet was evolved and how it was worked out. In the unit we have also learnt about the origin of web and its use in the initial stage of its development. The unit also traces the growth and development of Internet in world as well in India. Some of the essential impacts of Internet in India are discussed at the end of the unit. Thus the unit gives the learners, an overall idea about computers, Internet and their history of evolution and its impact in India.

1.7 QUESTIONS

1. Briefly elaborate the history of Internet. Briefly explain the growth of Internet in India.
2. Briefly discuss the origin of Web.
3. Discuss briefly the impact of Internet in India.

1.8 RECOMMENDED READINGS

Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press.

Levinson, P. (2009). *New new media*. Boston: Allyn & Bacon.

Freed, L., & Ishida, S. (1995). *History of computers*. Ziff-Davis Publishing Co..

Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., ... & Wolff, S. (2009). A brief history of the Internet. *ACM SIGCOMM Computer Communication Review*, *39*(5), 22-31.

UNIT 2 : OVERVIEW OF INTERNET

UNIT STRUCTURE

2.1 Introduction

2.2 Objectives

2.3 Characteristics of Internet

2.4 Introduction to basic terms in internet technology

2.5 Summing Up

2.6 Questions

2.7 Recommended Readings

2.1 : INTRODUCTION

We have discussed the origin and development of computer and Internet technology in the previous unit. In the previous unit we have also discussed how Internet enables the users to share information with each other without any geographical boundary. The new media or Internet has gained very popular since; technology is advancing and becoming more affordable over the years. Today computers come in different shapes and sizes that are portable in nature and wirelessly connected to the Internet, which also makes the medium widely accessible to the users. The smart phones come with various features that enable it to do the work of a computer besides making standard phone calls. The Internet has brought a massive change in our society by enabling the individuals to collect and share information whenever and wherever they want. This unit introduces the Internet characteristics to the learners and familiarizes some technical terms that are frequently used in Internet and web technology.

2.2 : OBJECTIVES

A thorough study of this unit shall enable you -

- To understand the Internet and its characteristics
- To understand the basic terms in the Internet and web technology

2.3 : CHARECTERISTICS OF INTERNET

The basic characteristics of Internet can be discussed under the following criteria.

1. **Internet is global in Nature:** Internet, which is also referred to as the network of networks, connects more than 1.9 billion people across different countries in the world through the massive interconnected web of computer networks that has led to globalization.

2. **Internet is Interactive:** Unlike the radio, television and newspapers, Internet is highly interactive. It allows the users to search information of their interest with the help of the browsers. The computer only reacts to the inputs specified by the users. The web pages and other computer applications always carry the interactive features owing to the nature of the medium.

3. **Internet is anonymous:** A user can only be identified with an IP address, which is basically a number given that his/her computer. Therefore a user can use any identity in the cyberspace, they may not necessarily have to reveal their true identity in order to send email or post messages on bulletin boards. The users can communicate and make online posting anonymously or under assumed names.

4. **Internet allows hyperlinks:** Hyperlinks are the links, which are created within the webpages, normally by using HTML. It allows the users to navigate website contents with the click of a mouse or tap on the mouse pad. Hyperlinks can also lead the users to a website and to its various co-related contents which may present in different webpages. This hyperlink feature makes the Internet a highly interactive medium.

5. **Internet as an archive:** The digital content published on the web is an easily searchable repository unless it is removed from a web server.

Normally the information can be stored in perpetuity in the Internet, which can be accessed with the help of hyperlinks. Today the Internet is connected to millions of web servers from across the globe that possesses a huge amount of information in various formats. The users can use the Internet as an archive to collect data from the past as well as the present time.

6. **Internet is multimedia:** Internet has given rise to the concept of media convergence, which is simply the blending of all other formats of traditional media i.e., newspapers, radio, and television in a single platform. Web allows contents in multimedia formats i.e., photographs, texts, videos, audios and animation to be uploaded in the single platform. This blending of multiple forms into one platform signifies the multimedia nature of the Internet.

7. **Internet is virtual:** This characteristic embodies a virtual world that is created by engagement of the users in the cyberspace. Cyberspace is itself a virtual space that is created by interconnected computers and computer networks on the Internet. It is a conceptual electronic space unbounded by distance or other physical limitations. Social media sites allow the users to create and join online communities; these communities are not limited by physical boundaries.

8. **Internet is owned by no one:** No individual or an organization owns the Internet. The Internet is more of a concept than an actual tangible entity, the infrastructure of the Internet are partly owned by individuals, service providers and various other governmental and non-governmental organizations, but there is no one body that owns it all. There are, however, organizations that oversee and standardize what happens on the Internet and assign IP addresses and domain names, such as the National Science Foundation, the Internet Engineering Task Force, ICANN, InterNIC and the Internet Architecture Board. Apart for these, different countries may also have separate Internet policies to regulate the use of Internet within their country.

2.4 : INTRODUCTION TO BASIC TERMS IN INTERNET TECHNOLOGIES

Before going to the next units, it is important to understand some basic terms, which are frequently used in the Internet technology. These terms can be discussed under the following heads.

2.4.1 Networking

Networking is a process of connecting a set of computers for the purpose of sharing resources or data. Internet, which is a resource, its connection can be shared through such a network. Printers or file servers are other resources that can be also shared through such networked computers. The Internet which itself is a computer network, is a hub of all the networked computers, hence it is often described as the network of networks.

2.4.2 ISP

An Internet Service Provider (ISP) is an organization that provides Internet access to its customers. Various technologies are used to transmit data that includes, dial-up, DSL (Digital Subscriber Line) cable modem, wireless or dedicated high-speed broadband connection. BSNL (Bharat Sanchar Nigam Limited) is a government ISP that provides Internet access to various government and non-government institutions as well as private parties. Similarly there are various private companies who also provide Internet access to its customers and they are also known as ISPs.

2.4.3 Intranet and Extranet

Intranet

Intranet is a private and secured network, which is created within an organization to facilitate communication within the organization and to enable its employees to generate and share data with each other.

Extranet

Extranet is also a private network, which is designed to facilitate communication with the internal employees of an organization. But, this type of network also allows external individuals such as clients, vendors, suppliers, and partners etc. to communicate with the internal employees in a closed virtual space.

2.4.4 Search engines

It is often seen that students get confused to differentiate between a web browser and a search engine. Search engines are nothing but a software system, which is designed to search for information on the World Wide Web (WWW). *Google* is a popular search engine, which is widely used. A user simply types some keywords related to his/her search and *Google* provide the user a list of webpages where the user might find the desired information. Similarly there are other search engines like *Yahoo, msn, bing* etc.

2.4.5 Web browsers

Web browsers are Software program that allows the users to access the Internet and view web pages on their computers or mobile phones. All websites including the search engine sites can only be viewed through an Internet / web browser. *Google Chrome, Internet Explorer, Opera, Mozilla Firefox* are few popular examples of Internet / web browsers.

2.4.6 Webpage, Website, Web server

 A webpage is a document, sometimes in a multimedia format, which can be viewed in a web browser. Whereas, a "website" or simply a "site" is a collection of these webpages that are grouped together with the help of hyperlinks and have related contents. All the websites are hosted on the Internet from a computer that is connected to the network of computers called Internet. A computer that hosts a website is known as Web server.

2.4.7 Web 2.0

Web 2.0 is the term given to describe the second generation of the World Wide Web. The web 2.0 has enabled the users to collaborate and share information online in real time. Hence, the concept of UGC (User Generated Content) was

established with the advent of web 2.0. Unlike the static HTML web pages the web 2.0 enables a webpage to have interactive content, which make them dynamic in nature. Social media became popular after the advent of web 2.0, since this web-based technology enhances great interaction. This has been fueled by the growing use of mobile devices such as smart phones commonly used to access these social media services.

2.4.8 Internet Protocol (IP)

Internet protocol is the set of rules for exchanging data between the computers that are connected through Internet. We can say that, it is a communication protocol for exchanging digital messages through connected computers. All the computers in the network follow these basic principles for exchanging data via Internet. For example one such protocol is IP address (Internet Protocol Address), this is basically a number, which is used to identify computers on the Internet. Each computer in the world has a unique IP address. Similarly all the websites also have different IP addresses, which are numerical in nature. Domain names are the translated and simpler form of the IP addresses. For example the IP address of the Tezpur University website is 14.139.219.245 and the domain name is www.tezu.ernet.in.

2.4.9 URL and Domain name system

URL (Uniform Resource Locator) is the full web address used to locate a webpage. This address is typed in the address bar of a web browser. For example http://www.tezu.ernet.in is the URL of the Tezpur University website, whereas, a domain name is the translated and simpler version of the IP address. It is a part of the URL that basically defines an organization or entity. For example *tezu.ernet.in* is the domain name of the Tezpur University website. Following are some examples of domain name system.

1. .com – .com stands for commercial, it signifies that the website is used for commercial purpose. However, anyone who wants to register a domain name can register a name ending in .com whether or not it will be used for commercial purpose.

2. .org - .org stands for organization, mostly it signifies that the website belongs to a non-profit organization.

3. .edu - .edu stands for education, mostly this type of domain names are used by educational institutes.

4. .gov - .gov stands for government, mostly this type of domain names are used by government organizations.

5. .in - .in stands for India. This basically signifies that the organization is from India.

2.4.10 HTML (Hyper Text Markup language)

HTML (Hyper Text Markup language) is also known as the language of the World Wide Web. The HTML works as a background code for a design of a webpage that can be viewed in a browser. This language can include writing, links, pictures, and even sound and video. HTML is used to mark and describe each of these kinds of content so the web browser can show them correctly. HTML is an ever-evolving language and so far the language has different versions, i.e., HTML 2.0, HTML 3.2, HTML 4.01, XHTML, HTML 5.

Example of a simple HTML document

```
<!DOCTYPE html>
<html>
<head>
<title>Page                                              Title</title>
</head>
<body>

<h1>Introduction              to           New           Media</h1>
<p>What                 is              New            Media?</p>

</body>
</html>
```

The webpage with the above language or code will be viewed on a browser in the following manner.

Introduction to New Media

What is New Media?

2.4.11 Broadband and Bandwidth

Broadband speed is how fast data transfers over a connection. It is measured in megabits per second (Mbps). The more megabits, the faster will be your broadband. Broadband speed will determine how fast you can upload or download data using an Internet connection. Whereas bandwidth determines the speed at which data moves over a network connection.

This can be explained with the example of roads and traffic. Assume that, on a highway where each car is of fixed size, the number of cars moving through a highway is nothing but the average speed of the cars on the highway. Hence, bandwidth is like the speed limit of the highway. Whereas the broadband is like the highway itself, it allows the cars to move faster than the city roads. Similarly data can be transferred faster through broadband connections that can have different bandwidths or speed limits.

ASSESS YOUR PROGRESS

1. Briefly explain the difference between the following terms:
    a) Website, webpage, web server
    b) Intranet and Extranet
    c) Search engines and web browsers
    d) URL and domain name system
    e) Broadband and Bandwidth

2.5 : SUMMING UP

Internet has become a significant part of our everyday life especially in a technology-dependent society. Internet as a means to access information has been changing the nature of communication through its different features such as interactivity, anonymity, multimedia, etc. From this unit you have learnt such characteristics of internet which has made the communication process different from the ways of mass communication in conventional mass media such as television, radio, newspaper , etc. From this unit, you have learnt some key terms which are related to internet technology which include intranet, internet, search engine, web browser, etc. For instance, you have learnt different domain names and its meanings such as uses of .com and .in, etc.

2.6 : QUESTIONS

1. Define Internet. What are the characteristics of Internet?
2. What is web 2.0? Briefly elaborate its technological advantages.

2.7   RECOMMENDED READINGS

Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press.

Levinson, P. (2009). *New new media*. Boston: Allyn & Bacon.

Freed, L., & Ishida, S. (1995). *History of computers*. Ziff-Davis Publishing Co..

Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., ... & Wolff, S. (2009). A brief history of the Internet. *ACM SIGCOMM Computer Communication Review*, *39*(5), 22-31.

UNIT 3: OVERVIEW OF ONLINE COMMUNICATION

UNIT STRUCTRE

3.1: INTRODUCTION

This unit on online communication gives an overview of the computer mediated communication using internet as a means of communication. From the previous units you are already familiar with internet and different terms related to it. This unit focuses on giving you an idea how internet facilitates online communication. Basically, this online communication is computer mediated communication in which different electronic devices are connected to internet and you as an user can communicate with people from different parts of the globe through different means of online communication. Video conferencing, webcasting are some examples of online communication mode through which you can connect with people.

3.2: OBJECTIVES

A thorough study of this unit shall enable you to –

- Understand the meaning of online communication and its characteristics
- Know different types of website
- Learn about terms such as video conferencing and webcasting

3.3 ONLINE COMMUNICATION

Many scholars in the field of communication have defined communication in different manners. To put it in a simpler form, we can say that, communication is "a process of sending and receiving a message between a sender and the receiver and vice versa". The messages shared between individuals or groups may be in the form of feelings, thoughts, facts, opinion, values and emotions etc. Some scholars have also noted that, in a communication process there is a medium or media (plural). The medium or media is the channel or the means by which the message is transmitted vis-à-vis between the sender and the receiver. The medium used to send a message can range from verbal, non-verbal, written to forms of mass communication such a newspapers, television, and the Internet. This unit particularly emphasizes on internet as a medium of communication which is mediated through computer technologies. Here, you will understand the term computer mediated communication which is interrelated to internet as a mode of online communication.

Computer mediated communication (CMC)

Any human communication, which is mediated through computers, is simply regarded as computer-mediated communication. By computer it is meant, any electronic device, connected to Internet that can be used to send or receive data. For instance our smart phones that are also a type of computing device can be connected to Internet and used for exchanging messages with other similar devices. Apart from making phone calls it also allows us to have various other

forms of computer mediated communication like, video calls, audio calls, text chat, e-mails, SMS etc.

Computer mediated communication is possible in two ways. One occurs in the real time when sender and the receiver are simultaneously engaged in the communication process although they may not be necessarily in the same location. Example- video conferencing, webcasting and online chatting etc. On the other hand, another way of computer mediated communication happens even when the sender and the receiver are not simultaneously online. It is because the messages are stored on a server and communication between the receiver and the sender can take place as per the convenience of both the parties at any point of time. For example, an electronic mail or e-mail is the best example of such computer mediated communication. Mostly e-mails are sent not with the intension to receive immediate reply from the receiver. Hence the sender and the receiver may not be online simultaneously.

3.3.1 Feature of online communication

Unlike the other media, Internet as a new media has a distinct mode of information dissemination, which we have discussed in the previous paragraphs. All the synchronous and asynchronous computer mediated communication can also be termed as online communication, since the messages are transmitted over an Internet connection. Hence, online communication also exhibits the following basic characteristics, what we can also call the 5 'I's of online communication.

1. **Interactivity:** In online communication both the sender and the receiver have to be simultaneously or non-simultaneously engaged in the communication process, although they may not be necessarily in the same location. Messages can be are exchanged between the senders and the receivers in various forms and in this process of communication, a highly interactive environment is created where information is formed and it no longer relies on a side issue.

2. **Immediacy:** All the computers or any other electronic devices connected to the Internet can exchange messages in real time. In online communication, the data travels rapidly using the electronic mode of transmission. Hence, the exchange of messages between the sender/s and receiver/s becomes instantaneous.

3. **Individuality:** The new media allows the end users to favorably customize the process of communication. For example, the user can choose between synchronous and synchronous computer mediated communication. The user can also select the form in which the message is sent and received according to their needs. In online communication, particularly in the social media sites, the personalization features have become very apparent. Apart from the individuality that a person carries in the real world the individuals also exhibit sometime different traits in the virtual world. Studies do suggest that virtual environments can be a way of expressing a different side of personalities or escaping the social constraints of real life.

4. **Infotainment:** Internet is an information rich platform where information is created in the process of online communication. Apart from providing information the new media also serves the basic functions of mass communication, which is entertainment. Its convergent nature allows the user to experience multimedia content. For example, one can listen to music, watch movies and read interesting content, which instantaneously reaches the mass users through online communication. The richness of the content and the diversified of forms of information dissemination provides entertainment in online communication.

5. **Internet community or online community:** In the Internet, the social media sites also allow the users to form or be a part of online communities of like-minded people or people with the common interest. Today we see so many online communities, which organize and mobilize themselves online for a common cause and also take actions in the real world. This is very distinct feature and it is only possible on such a huge scale because of online communication.

3.4 TYPES OF WEBSITES

Before going through the different types of websites, we need to understand what actually are the websites. A website is the collection of webpages which are sometimes multimedia or only textual in nature and contains information and

details about a common object and are typically identified with a common domain name, and published on at least one web server. In the previous units we have discussed what domain name and web servers are.

Websites can be broadly divided into first generation (Web 1.0) and second-generation websites (Web 2.0). The first generation websites are the static websites and the second generations are the dynamic websites. The static website moreover looks like a printed page, the information contained in the pages does not change. They are the basic types of website and very easy to create. Whereas the web pages of a dynamic website changes its content dynamically. It displays different content each time it is viewed. The content changes with the time of a day, the user that accesses the webpage, or the type of interaction. Social Networking sites like *Facebook* is a good example of a dynamic website, the content changes as the users interact on the website. Every time the user views the website the contents change according to the latest and the most popular updates by the other users.

Under these two categories the websites can be further divided on the basis of their content and usage under the following types. Each of these types is briefly described below with suitable examples.

1. **Informational Websites:** Educational institutions and government bodies basically maintain these types of websites. The main function is to provide factual information to the general public about the institution or government departments by providing details of their work along with the details of its officials. The URL address frequently ends in .edu or .gov, .nic as educational institutions or government agencies sponsor many of these pages. www.tezu.ernet.in is the website of the Tezpur University wherein the details regarding the University and various educational departments are maintained in the website for the general public as well as the stakeholders.

2. **Advocacy website:** These types of websites basically advocate an idea, cause or opinion. These websites particularly represent a community who believes in such ideas, cause or opinion being propagated through the medium. www.greenpeace.org is an advocacy website which propagates

the idea of preserving the environment and discusses the importance of it.

3. **News Website:** As the name suggests these websites contains materials, which are new information or report about any incident that has happened lately. The contents of these websites are basically in the format of stories and articles relating to events in the present and the past. Newspapers, television Channels and radio stations also maintain a web version of their media house. Some News websites are exclusively in the Internet only. www.bbc.com is the news website of the British Broadcasting Corporation.

4. **Personal Website:** These types of websites are not usually associated with any organization, they are private and the content is based on an individual or a family. These websites are maintained to give personal details and to exhibit the work of an individual or a family and to share life experiences with the world. Individuals in the creative field and job seekers mostly maintain these types of websites.

5. **Business / Marketing websites:** These websites basically promotes or sells products or services. Every enterprise in order to reach maximum customers maintains a business / marketing website. www.apple.com is a website that promotes Apple products and connect with their customers for their sales and services.

6. **Social Media websites:** Social media websites are designed to allow the users to generate content and publish them on the Internet. By opening an account in such types of websites the users can share content in the cyberspace in real time. The social media sites are further broadly divided into various types, for example Social Networking sites (Facebook), Video sharing sites (YouTube), Photo Sharing sites (Flicker), Wiki (a website that allows anyone to add, delete, or revise content). Blogs or weblogs are also a type of social media website, it allows the users to maintain their contents in a dairy or a journal format, these contents are mainly related to discussions and are informational in nature. The information can be about a person, place, product, service, technology or any social issues etc. The basic feature of such websites is that a user can edit and generate content for such websites and publish them on the

Internet. These websites are often dynamic websites; mostly the recent contents always appear first, at the top of the web page.

7. **Entertainment Websites:** These websites are interactive in nature; they tend to engage the users for entertainment purpose. The contents on such websites are in the form music, videos, sports, games, chat rooms etc. www.netflix.com is an example of an entertainment website, where the users visit such websites for their entertainment and watch web series, movies etc.

3.5 VIDEO CONFERENCING

Video conferencing is an example of computer mediated communication which takes place in the real time. Here, two or more participants simultaneously take part in this process of communication. The computers connected to a network facilitate the transmission of audio and video data from the source. Each participant has a video camera, microphone and speakers connected on their computer. As the participants interact, their voices are carried over the network and delivered to the speakers of the respective participants and whatever images are captured by the video camera, it appears in a window on the other participants' monitor. The whole process takes place in the real time.

3.6 WEBCASTING

Webcasting is also an example of computer mediated communication where a single content source is distributed to many simultaneous viewers or listeners. Basically broadcasting over the Internet is known as webcasting. This technology operates in real-time and also allows active conversations between the audience and the webcaster. YouTube Live and Facebook live are some of the examples of webcasting technology.

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┌─────────────────────────────────────────────────────────────────┐
│                    ASSESS YOUR PROGRESS                           │
│                                                                   │
│   1.   What is computer-mediated communication? What are its      │
│        different types? Briefly explain with suitable examples.   │
│        _____        │
│                                                                   │
│        _____        │
│        _____        │
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3.7 QUESTIONS

1. What are the various features of online communication?
2. What is a website? Briefly discuss the different types of websites?
3. What is video conferencing and webcasting?

3.8 RECOMMENDED READINGS

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UNIT 4 : NEW MEDIA

UNIT STRUCTURE

4.1 Introduction

4.2 Objectives

4.3 History of new media

4.4 What is new in new media

4.5 New media Vs old media

4.6 Summing Up

4.7 Recommended Readings

4.1 INTRODUCTION

New media is understood based on our experience to distinguish between what may be new about the contemporary media and what they share with other media, and between what they can do and what is ideological in our reception of new media. New media, by its very name, perpetuates one long-standing myth about technology: that the advent of new technology inevitably brings with it marked change. Decoupling the two terms (new and media), however, allows scholars to sift through the various and at times competing claims of those that propagate and promote the "new".

The popular adoption and acceptance of the digital media technologies like the Internet, computer applications and mobile phones are revolutionizing our sensory perceptions and cognitive experiences of being in the world. In the process, new visual, aural, linguistic, and literary codes and signifiers are emerging that require new hermeneutic responses on our part simply to keep pace. As one aspect of new media, the Internet is important to all aspects of social,

political and civic life. It is an evolving area since the field is characterized by innovation and rapid change. Hence, these new media are not completely new phenomena. They have been growing out of 'old media' for some time. Furthermore, the concept of new technology is not unique to the current digital revolution.

4.2 OBJECTIVES

A thorough study of this unit shall enable you to -

- To comprehend the history and concept of New Media
- To understand the difference between the old and the new media
- To understand we-media, me-media and niche-media in the context of new media.

4.3 HISTORY OF NEW MEDIA

The term 'new media' became popular in the late 1980s. The media or so to say the medium of communication has always been evolving since its inception. Be it print, electronic media or telecommunication, such media had persistently been in a state of technological, institutional and cultural change or development.

When we say 'New Media' we mean to say a media, which is in contrast to the old or traditional media. Some researchers have consciously attempted to make historical linkages between new media and old. For example, Leonhirth et al. (1997) explored metaphors for the concept of the online mailing list, comparing it to the telegraph, the round table and the bonfire. Willliams et al. (1994) defined new media as applications of microelectronics, computers and telecommunications that offer new services or enhancement of old ones.

Since the evolution of print technology, there has been a tremendous change in the medium for mass communication. Electronic media both radio and television brought a new revolution among the masses after the existing print media which previously became an alternative to various other folk media that were prevalent within the communities. The print and the electronic media are more or less a non-interactive media, which makes it far more different than the Internet, which is interactive in its nature as far as its consumption is concerned. This basic difference can also be used to categorize the old and the new media. In contemporary times the non-interactive media like the traditional newspaper, TV and radio can be categorized under old media and Internet, which is basically an interactive media, can be termed a new media.

The New media thus evolved as a result of Internet and computer technologies, is comprised of online multimedia streams, websites, social media, online television and radio, online newspapers, blogs etc. Since Internet is also termed as online, 'New media' is interchangeably used as 'online media' and because Internet and computer technology has the possibility to converge the old and the new media it is furthermore also termed as 'convergence media'.

In practice, although the outcomes might be different for different innovations, the arrival of a new ICT usually does not displace an existing one completely, but rather there is some readjustment of our use of older technologies (Bolter and Grushin, 1999). For example, historical examples would include how the arrival of television influenced patterns of cinema going and radio listening. When TV arrived, radio listening (and cinema attending) declined but did not disappear – they became a more specialized and differentiated part of our media consumption (Johnsson - Smaragdi, 2001). Later, there was the question of how the development of satellite and cable television had a bearing upon the viewing of terrestrial channels. This is also the spirit behind a number of studies commenting upon how the Internet has had implications for TV viewing.

4.4 WHAT IS NEW IN NEW MEDIA

The ideological connotations of the word 'new' in new media can be derived from a modernist belief in social progress as delivered by technology, the 'new' is 'the cutting edge', the 'avant-garde', the place for forward-thinking people to be (whether they be producers, consumers, or, indeed, media academics). While using the term 'new media', there is one thing that comes to our mind i.e., Internet. It may also be kept in mind that social media and other computer-mediated communication (CMC) including computer games, all use the same term to refer to a range of phenomena.

Internet and computer technologies have given us a new experience in the field of textual form. The digitized texts add a new experience to the media consumer by also changing their media consumption patterns. The virtual nature of the cyberspace offers new representational possibilities and experiences by creating a virtual world in the Internet. The change in the relationship between the media and the consumer also offers a new experience to both in a complimentary manner. The new media is also new because of the new patterns or organization and production such as the media culture, industry, economy, access, ownership, control and regulation.

4.5 NEW MEDIA vs OLD MEDIA

Man scholars have identified specific characteristics of new media. For example, Negroponte (1995) suggested that one of the things that differentiate new media from old is that new media are based on the transmission of digital bits rather than physical atoms. Pavlik (1998) indicated that for the media consumer, the major differences between new and old media are greater user choice and control. William et al. (1998) identified three characteristics of new media: interactivity, demassification and asynchronicity. New media not only demassify, but they also

'create a continuum between formerly discrete categories of interpersonal and mass-mediated communication' (Rice and Williams, 1984: 57).

New media generally refers to the digital media, which is interactive, involves two-way communication and the process of communication is online. Hence, it engages the use of electronic devices by the end users. Whereas, the old media like the radio, television, newspapers have limited interaction and mostly involve one-way communication and there is no use of any computer technology by the end users. New media allows users to generate content, which they can share, publish and broadcast, whereas, in old media the scope of generating content is limited to certain people. The new Media allows the users to access information, from any place, at any point of time with a portable electronic device connected to the Internet. In old media such an access to information is limited.

With the increase in Internet penetration, and the subsequent demand, old media houses are now digitizing their content and now placing it on the new media platform. The rise of new Media has undoubtedly increases the communication between people across the globe, which has led to globalization. Nevertheless, people still like and familiarize themselves with the old media. The traditional Newspapers, TV and radio are still alive and also popular among the masses because of its affordability and simplicity. Moreover in a developing country like India where more than 70 percent of the total population resides in rural areas the traditional media may be still the most effective means to reach the people.

4.5.1 We-media

We-media is also known as the participatory media, where the audience plays an active role in process of communication. Since new media is highly an interactive medium, it is participatory in nature. In new media, since the users are involved in the process of collecting, reporting, analyzing and disseminating content, as a result of this online communication process, information are created. Thus a collaborative effort is involved in generating content in the new media platform, which is highly participatory. We-media is generally used as a collective term for such online services that allow the common users to participate in the process of content generation in this platform. For example in citizen journalism the common public can play the role of the mainstream journalists by involving in

the process of collecting, reporting, analyzing and informing the masses with the tools that are made available in the new media platform.

4.5.2 Me-media

In the previous paragraphs we have discussed the basic features of new media. One of these basic features allows the end users to generate their own content and publish and broadcast the same through new media i.e., Internet. With the advent of web 2.0, the social media websites have become very popular, these websites basically allows the users to generate multimedia content online, which can be easily created with the help of a computer or a smart phone. People share their life experiences on these platforms; express their opinion about various issues in the society and also share news. Me-media is generally used as a collective term for such online services that allows each individual to play the role of media, in the sense that they can now generate their own content such as blogs, personal profiles, videos, audio, photographs etc. to share it within their online communities. Facebook is one of such popularly used social media platforms where an individual can carry out such activities.

4.5.3 Niche media

Niche media caters to the communication needs of a specific group of people with a unique interest. The niche media may include content and references that would be too specific in nature for a mass audience to understand or care about. The audience of this niche media are known as niche audience, they are much smaller audience but very influential. New media, besides being a mass media is also a niche media, since it allows users to have online communities of such niche audience through social media where individuals of such smaller groups can interact and share content with each other. The members of an online astronomy community may be called as niche audience, since it is a unique interest that may not be popular among the masses.

The new media audiences are also the new media content creators. Hence, there is a chance to fulfil each and everyone's taste with such a huge number of content creators online.

4.6 SUMMING UP

In unit IV we have discussed about the concept of new media and the evolution of the medium of communication along with a brief history of the new media terminology. The unit also discusses the characteristics of the new media on the basis of the user experiences. It also compares the old and the new media considering newspaper, radio and television as old media and Internet as new media. The unit further discusses the concepts of we-media, me-media and niche media with reference to the context of new media i.e., Internet.

4.7 QUESTIONS

1. What are the characteristics of new media?
2. What are the basic differences between new media and old media?
3. What are We-media, me-media and Niche media?

4.8 RECOMMENDED READINGS

Bolter, J., and Grushin, R. (1999), *Remediation: Understanding New Media,* Cambridge, Massachusetts: MIT Press.

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MODULE II: TRENDS IN NEW MEDIA

UNIT 5: NEW MEDIA AND COMMUNICATION

UNIT STRUCTURE

5.1 Introduction

5.2 Objectives

5.3 New media communication

5.4 Computer Mediated Communication (CMC)

      5.4.1. Characteristics of CMC

      5.4.2 Advantages and disadvantages of CMC

5.5 User-generated communication (UGC)

      5.5.1. Benefits of User-Generated Content

      5.5.2 User-Generated Content Ideas

5.6. Summing up

5.7. Questions

5.7. Recommended Readings

5.1 INTRODUCTION

In the previous units, we have already discussed about the concept of new media and evolution of internet. The advent of new media technologies has changed the scenario of communication process in which the gap between the producer and consumer of information has decreased. The concept of user generated content facilitates two way information flow. This unit will give you an understanding on user generated content and computer mediated communication. An example of user generated communication is Wikipedia which is a form of online encyclopaedia and it gives the platform for collaborative learning where people can contribute to the content development. Similarly, Twitter and Facebook are social media that have become popular now and are used massively these days for user participation. New Media and Communication Technology (COT) study how communication is changing due to the technological advancements. This has helped us to understand the interaction between user and the different fields of communication using technology, computer knowledge.

5.2 OBJECTIVES

A thorough study of this unit shall enable you to

- Explain new media and the communication process

- Understand about user-generated communication

- Know about the mediation of communication through computer

5.3 NEW MEDIA AND COMMUNICATION

New technology has enabled large number of participations in the public discussions. The changing technology usage has shaped the communication process in which we have formed a personal relation to the new media than what we had with the old media. The concept of virtual identity has become a popular idea for many researchers in order to understand the impact of new media in developing one's own identity. This gives an idea how the audiences shape their identity in the social media platforms by communicating their opinions in computer-generated public sphere. Therefore, this transition from old to new media has provided personal space to every individual by allowing them to participate in the socio-political discourses. It has become possible through the development of new media technologies which allow the users to generate content. You will understand the concept of user generated content in the following discussions.

5.4 COMPUTER MEDIATED COMMUNICATION

As the term itself implies, Computer Mediated Communication (CMC) is the communication process which is facilitated by computer technologies. It uses networked telecommunication system for interaction among the users. The networked telecommunication implies that in this computer mediated communication two or more electronic devices are used for

information flow which include different computer supported technologies or software.

The examples of computer-mediated communication are instant messaging, email, chat rooms, online forums, social network services, etc. From these examples you can understand that with the emergence of such CMC platforms, it has become easier to communicate with people around the globe which has led to the establishment of a global networked society. CMC provide platforms for people from different places to work together on ventures that would in a way be unthinkable because of such factors as geographical differences. In other words, development of such communication technologies has promoted globalization of open circle with transnational open circle enabling socio-political dialogue worldwide. This has framed new sociological structures.

Computer mediated communication can be categorised into two types- synchronous communication and asynchronous communication. The difference between synchronous and asynchronous communication is that unlike synchronous communication, in asynchronous communication communicating parties can read and respond to messages in one's own time, it does not depend on immediate answer of the receivers as people can choose to respond or read later . On the other hand, in synchronous communication both the parties are present in real time. Examples of synchronous communication are video conferencing, telephone, instant messages, etc. Examples of asynchronous communication are e-mail, text messages etc.

The advent of computer mediated communication has changed the scenario of communication. Earlier time and place were the obstacles for a smooth communication process which is now a part of history of human communication.

5.4.1 Characteristics of CMC

i. **Interactive communication:** Computer-mediated communication is highly interactive in nature. It means that the participants involved in the communication process can play both the role of a sender and receiver. It implies that the participants of the communication process can give their feedbacks in such computer mediated communication process.

ii. **Digitised messages:** As the messages in computer mediated communication are digitised it can be stored in memory of the device. It has facility to edit as well as it can also be retrieved from its memory disc. Digitation of messages has made it convenient for the people to archive information as per their convenience.

iii. **Multiway communication:** In CMC, the communication process is beyond the traditional idea of two way communication. Computer mediated communication provide facility for group communication where people can simultaneously communicate, send messages, give feedbacks, etc. In other words, CMC helps to reach large group of audience simultaneously other than face to face communication.

iv. **Democratisation of information flow:** Computer-mediated communication facilitates a democratic process of information flow. It implies that through CMC, people can participate actively in different platform where they can generate content. It provides scope for collaboration in creating and sharing information. Here comes the concept of user generated content which we will discuss later.

5.4.2 Advantages of computer-mediated communication

i. CMC enabled communication does not have time and place restriction. In face to face communication, people should be in the same place but in computer-mediated communication people can be anywhere at any point of time and can communicate with each

other. A person can communicate even from a distant place. For example by using Skype, Google Duo etc. you can communicate with a person from any pace at any time through video conferencing.

ii. Through CMC, information can be disseminated to a large number of people which means that it enables users to reach out to a vast number of receivers concurrently. It has added a global character to this communication process as people from different parts of the globe can access to information at the same time. Nowadays, digitisation of Newspaper and the convergence of new media has made it easy to reach large market worldwide.

iii. Computer mediated communication save time and resources. For example, sending a message through e-mail takes little time reach the receiver of the message.

iv. CMC has advantages over face to face communication because of the existence of socio-cultural differences. In computer mediated communication, people beyond religious and cultural boundaries can meet and share their opinions in a public space. Many a time, people feel safe to share their views on any socio-political or cultural issues in a digital platform rather than in a face to face communication. In a way, it is giving empowerment to all to share their ideas and also oppose any idea generated in the society. Social media platforms such as Facebook, Twitter are becoming more powerful in this case as people do not face nay gatekeepers.

v. Use of computer mediated communication for educational purpose has changed the traditional classroom practices. The concept of smart classroom with the provision of video conferencing has facilitated the students to learn lessons from experts. Collaborative teaching and learning become possible in which students and teachers become co-learners. Sharing academic information through mails and other discussion forum has made it more interactive eliminating communication barriers between students and teachers.

5.4.3 Disadvantages of computer-mediated communication

i.   Computer-mediated communication is possible through information and communication technology which ultimately depends on economic resources. Therefore, there is always an imbalance between the people who can access to such technologies and people who lack resources. Such an imbalance has created the concept of digital divide, according to which people with no access to information and communication technologies are being deprived of the information. So, there are always two groups of people one is 'information rich' and the other is 'information poor' based on the accessibility to computer mediated communication technologies.

ii.   Though CMC has all the advantages, it does not have the characteristics of face to face communication. For instance, it is always better for one to clear misunderstanding in a face to face communication, but in CMC it may create misunderstanding because of misinterpretation of texts. If you observe communication in social media, especially in context to some controversial issues, people start abusing each other. This is because of the absence of socio-emotional and non-verbal cues in a virtual world.

iii. Cybercrime is a burning issue nowadays as criminal activities over the cyber space have been increasing. Sharing your private information in virtual world may create havoc as it can be used for some criminal purposes. There is always the issue of confidentiality and privacy in computer-mediated communication as cyber criminals can hack your data. However, though storing messages in digital archive is an advantage of CMC, yet it can be misused by invading your privacy.

iv.   Finally, we can say that too much of dependency on technology sometimes create difficulties in communication. In your classroom or office room you may have experienced such crisis situation when technologies stop working at some crucial time. Nowadays, people

are more apt in digitizing their information, it may be some personal or professional information, but breakdown of technologies may lead to loss of data which may hinder the communication process.

5.5 USER-GENERATED CONTENT

To understand the concept of user generated content you can check the features of different web platforms such YouTube, blogs, wikis, etc. in which you as a communicator can participate in the content development. This term is also known as user-created- content (UCC) or consumer-generated- media (CGM). From a general perspective of communication, user-generated content refers to the online texts which are made by the users and shared in different online platforms. It indicates that the interface between the creator or authority of a particular web platform or website allows any of the users to create content.

For example, in YouTube, you can create your own YouTube channel and upload videos and based on the number of viewers you can earn money. Similarly, nowadays blogging has become so popular and people have started it as a professional field earning money through creative writing. For instance, the concepts of travel bloggers, food bloggers, etc. have taken a significant place in the social media marketing. Likewise if you want to create content in YouTube, blogs, wikis etc. in any form like video, blogs, discussion form posts, digital images, audio files, etc. it will be called as user-generated content. However, user-generated content is generally considered a form of conversational media as the content developed by you can be shared by others and in turn, create conversations with different users.

User-generated content is used for a wide range of applications, including problem-solving, news, entertainment, advertising, gossip and research with few or no "gatekeeper" or filter. For instance, citizen journalism has

become an emerging trend in which any individual can play the role of a journalist by uploading videos, images, writing news or features in any web portals.

Different forms of user -generated content include Images, Videos, Status updates/tweets, Infographics, Comments, Blogs, Internet Advertisements, and social networks like Facebook, twitter, etc. You can also observe in many online shopping websites such as Flipkart, Amazon, etc. where you can write a review on the product you have purchased. Such consumer generated content develops trust of the customers.

5.5.1. Benefits of User-Generated Content

The significant advantage of user generated content is that it allows a two-way communication process which ultimately leads to the development of an inclusive public sphere. However, emotion is another aspect of the user-generated content as people share their personal stories which give credibility to the user-generated content. As such, the impact on people is more.

Non-profit websites and social media are very much benefitted by the user-generated contents in a number of ways.

- **Strengthen your Community**: Collecting similar stories from people can strengthen the content. People from similar community with similar issues can share their experiences which ultimately strengthen the voices.

- **Increase the Reach**: The reach of the content can be increased by sharing in with the friends of social networking sites. In this way, the content will spread.

- **Build Trust**: Real stories build trust of the users because people tend to believe in a conversation which has been posted by the concerned person than anyone else.

- **Collaboration**: People engaged in content development will enhance the collaboration among the participants which will ultimately build networks as well as develop collective intelligence.

- **Get to Know the Audience better**: It implies that through reading the comments on news shared in social media as well as reading a review of a customer in shopping website, it helps in understanding the audience as well as the consumers. It further helps in developing strategies for reaching the audience and thereby expanding the market.

5.5.2 User-Generated Content Ideas

The ideas of marketing strategy are:

Social Media: It provide the platform for users to share their views and posts and form communication with the masses. It thus becomes a big platform for gathering contents and also for publishing different user-generated contents. Social media has become the newly found public sphere where a user can easily express opinions without the gatekeepers. This has changed the scenario of forming public discussion where everyone has equal access to participate in any public discourse.

Hashtags: Hashtags are used in different social network sites which works as a link to different content with same theme or category. Hashtags increases the visibility of a post in any social media which in turn enhances the number of viewers of any particular post in the social media platforms. Nowadays, there are so many examples of using hashtags for socio-political movements in social media platforms. For example, the #metoo# movement has helped women to come up in public forum to openly share their experience of sexual harassments in different fields of their lives. It has given them voice and empowered them to protest against such harassment.

5.6 Summing Up

In this unit, you have learnt the role of new media in the communication process. Moreover you have also understood how computer mediated communication has changed the scenario of communication process through digitisation of information. A computer mediated communication can be synchronous and asynchronous depending on the real time participation of the sender of the information and receiver of the same. We have also discussed the concept of user-generated content through which you can also participate in the content development in different web platforms. Among such web platforms, blogs, social media sites like Facebook, Twitter, etc. have empowered people to put their words in the public debates and discussion. Finally, this unit emphasizes the understanding of the emergence of new media and the changing pattern of communication.

5.7 QUESTIONS

1. What is new media? Discuss about role of new media in communication with examples.
2. What is UGC? Write about the forms and benefits of UGC?

3. What is computer mediated communication? Discuss with its advantages and disadvantages

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UNIT 6: DIGITAL MEDIA AND COMMUNICATION

UNIT STRUCTURE

6.1: INTRODUCTION

Digital media include all the forms texts, images, audio, video, etc. which are transmitted through computer mediated communication technologies. In other words, contents in digital media are machine-readable unlike the printed media. This process is the digitisation of information which are disseminated through different mode of digital media platforms such digital media include digital image, online games, websites, social networking sites, e-books, etc. Digital media have been creating a new Information age in which information are digitalised influencing on the society and culture. This unit will give you an idea about different concepts related to digital information age including the concept of information society, ICTs, media convergence, etc.

6.2: OBJECTIVES

After going through the Unit the learners will be able to

- Understand the concept of digital media, Information Society and Information and Communication Technologies
- Know the New World Information order
- Understand the convergence of the media

6.3: INFORMATION SOCIETY

Before understanding the concept of information society you need to understand the dynamics of 'information' and its importance in our daily life. The three characteristics of information are explained by Nath (**2009)** as i) information is meaningful data (about something or someone) that may result from a systematic investigation; ii) communication and reception are integral parts of information; and iii) information has effects."

In today's world information has become a commodity which has a direct relation to our knowledge, awareness and power. Information society is the result of such increasing influence of information in our daily life and also commercialisation of information in an IT driven global market. So, the concept of information society has emerged with the advancement of information and communication technologies. In other words, information society can be considered to be the application of computers, information technology and telecommunication which facilitates communication in a much faster pace globally.

The advent of information age have resulted in many changes in the socio-economic scenario in terms of information dissemination and creation. It has brought new form of digitalised products and services and also new regulation on the information flow. It has also resulted in the emergence of a new knowledge society. It has redefined the way how education is being

taught and learnt. Moreover, it has discarded the gap between the worker and the head. It has replaced public-transport and communication and brought work centres at neighbourhood. The society where the creation and distribution of information lead towards economic activity is called information society.

Let us now understand the concept of digital citizen. They are those who have necessary requirements to become a part of the information society. An information society is opposite to industrial society or agrarian society. The tools of agrarian society were ploughs, lathes etc. whereas, the tools of information society are computer and telecommunication. It has not only transformed our way of living but it has also brought about tremendous changes in business, education, research and training. The main feature of information society is knowledge and competition. The flow of information creates the necessary environment to become informed and knowledgeable. Today, the impacts of the information society are profound. It has transformed different aspects of our lives, such as business, education and communication sectors, etc. An information society can be characterised by the following -

i.   Widespread influence of Information Technologies in the domestic, work and recreational aspects of the daily routine of individuals.

ii. Information society is dependent on innovation of information and communication technologies (ICTs). Advancements of ICTs has smoothen the process of information flow and has created an information dependent society.

iii. Information has become an economic resource with the emergence of information sector in the market. Information as a product has market values and with the exchange of information, it has changed the scenario of global economy.

iv. Stratification into new classes, those that are rich in information and those who have little information. This stratification is determined

by capacity of access to information and communication technologies.

6.3.1. The four elements in the transition to an information society are:

1. Information becomes a key planned resource in the global economy
2. IT and telecommunications provides the information infrastructure - networks and 'information superhighways'
3. Development of a 'tradable information sector' - new multimedia, on-line databases etc.
4. 'Informatisation' of the economy. The addition of national and regional economies.

A fundamental change that we experience is in the context of a society that is global and which is increasingly dependent on the information that is accessed through such technologies. This phenomenon is known as a global information society. As we live in the 'information age', information technology which has become part of our daily lives has a major impact on our society. Every invention has advantages and disadvantages and we ought to know the effects information technology has in our society.

Information technology includes computers, networks, mobile and wireless devices, satellite communications, robotics, videotext, cable television, electronic mail, electronic games and automated office equipment. Information technology in the sector is also growing rapidly, such as communications and electronic organizations. In recent decades, we have seen changes at a much faster pace. The rapid pace at which IT is changing indicates that in the next decade lifestyle will be very different from what it is today. Today there are excellent products on the market, in addition to hardware and software. Famous companies such as Facebook, Twitter and Google show that applications are useful in communication, advertising and entertainment.

6.3.2. Characteristics of information society:

- The main characteristic of information society is that it is global. Information flow is not bound by geographical borders. The isolated information society combines to form global information society.

- The dire need of information society is clarity and honesty. Dishonest public administration, officials, politicians have no place in an information society. People cannot be fooled by them anymore with vindictive stories by them because information flow brings out the truth to everyone.

- Information society gives equal opportunity. Information is power and in an information society this power is equally distributed to people because there is no restriction or control of this information sharing.

6.4 : NEW WORLD INFORMATION ORDER

The New World Information Order came into existence to address the global issue of information imbalance. The MacBride Commission presented a report titled "Many Voices, One World". It was first talked in a discussion in UNESCO in 1970s and 1980s. This discussion was chaired by Sean MacBride who was a Nobel Peace Prize Laureate. This discussion was about information imbalance and the flow of information across the globe. New World Information Order thus came into being. It was in this environment that jurists, information experts, government officials and politicians met, fresh from the victories of the Second World War, to create the United Nations and adopt a Resolution 59 (1) of the United Nations General Assembly declaring freedom of information as a fundamental 'human right'.

In 1948, the United Nations Conference on Freedom of Information held further discussions on the issues of freedom of information and information

policy, which helped more ICT's, strengthen the order of information and communication of the New World.

NWICO was discussed within NAM (Non-aligned Movement). It was based on the proposal "new international economic order". The report of the commission discussed about the problems faced by communication internationally. Its adoption was in 1980 in Belgrade at the 21st General Conference held by UNESCO. Another policy called 'The New International Information Order' was about Global information which was only for a short time.

After the creation of United Nations, the UN General Assembly was formed. It recognised freedom of information by 59 (1) "a fundamental human right". The importance of information freedom was felt during the World War II, the Cold War, decolonisation of countries like Africa, Asia. The idea of freedom of information was generated after the World War II. Geopolitical conflicts can be handled by controlling the oil of the exchange of information.

6.5 : INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Information and communication technology is defined in UNESCO's World Communication and Information Report 1999 written by Prof C. Blurton as "a diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information."

It is the combination of telecommunication, computer software, audio visual, middleware, storage. It not only helps the user to access information but also to transmit them and manipulate the information. ICT's are generally devices or applications and everything that is computed which implies that people can communicate in a digital world through ICTs. The basic functions of ICT device are to store, retrieve, manipulate, transmit or receive information electronically in digital form. In other words,

Information and Communication Technologies enable the entire communication process to memorize, receive or transmit signals electronically.

The basic characteristic of communication based on Information and Communication Technologies is that it is a network based mediated by the technologies including audio-visual, telephone and computer, etc. In such a ICT mediated communication system, technologies such as internet, wireless networks, cell phones, and other communication media are merged to disseminate information. Innovation of advanced technologies has been resulting in easy navigation of information in a digital world. Satellite communication is another significant part of ICT mediated communication which is making it easy for everyone to globally connect.

For instance, the concept of global village has emerged in which we all are living in a networked society. The concept of network society was developed by Manuel Castells (2004) who defined it as "a society whose social structure is made up of networks powered by micro-electronics based information and communications technologies". Information becomes the sole element of a network society disseminated by ICTs. However, in the economic sector, in addition to boosting existing industries, such as manufacturing and navigation, the strong adoption of ICT has generated new industries alone. Programmers, systems analysts and web designers owe their work to ICT, as well as people who participate in secondary sectors such as training and technology recruitment.

However, the increased efficiency and automation generated by ICT can also cause job losses, especially in manual roles and manufacturing. Communication via voice chat or instant messaging does not take into account body language. ICTs offer a variety of ways in which fraudsters can access personal details, which could result in loss of money and reputation.

6.5.1   Advantages of ICTs

i.   Communication is possible beyond the limitation of time and space, which implies an information flow system which is not hindered by time and space.

ii. After the innovation of information and communication technologies, it has become easy to access information. Growth of internet has increased the information accessibility especially after the introduction of advanced broadband cellular network technologies such as 3G and 4G etc.

iii. ICT enables an effective education system through facilitating means for sharing educational resources and developing a classroom for collaborative learning.

iv. E-governance has become a popular concept in today's digital world which is facilitated by ICTs. The gap between government and public has been diminishing as people can easily access to information regarding different schemes and policies implemented by government.

v.   Cost-effectiveness is another important benefit of ICT mediated communication. In comparison to the old mode of communication, cost per message is cheaper in ICT mediated communication mode. For example, sending an e-mail is cheaper than sending by post.

6.5.2   Disadvantages of ICTs

i.   Excessive use of information and communication technologies has replaced human cognition with artificial intelligence. The concept of artificial intelligence refers to the reproduction of human intelligence using machine specially computers which includes the processes of learning, reasoning, etc. In a classroom this dependency of the students has been changing

the nature of learning as easy access to resources has been resulting in shallow readings.

ii. In many ICT mediated communication platforms flow of information is not filtered. Spreading fake news has become a malicious phenomenon in today's world for fulfilling one's own unlawful motives. Recently in different parts of India, sharing of fake news in social media led to very deadly incidents of mob lynching which has claimed many lives. To fight against such fake news, awareness programmes have been adopted by the government as well as many non-government organisations.

iii. Although we talk about global village as a boom for human communication, yet it has also resulted in the emergence of one culture which is dominant in nature. In other word, in such a technology driven communication, globalisation has created some dominant culture overpowering the weaker one. For instance, Americanisation is a very debatable topic in academia, as critiques argue that American culture has become the popular culture influencing most parts of the world.

iv. We have already discussed the concept of digital divide in the previous unit. Information and communication technologies have created a digital divide as people with no access to ICTs are deprived from accessing information. In order to combat such negative outcome of ICTs, government of India has been adopting many such initiatives under "Digital India" scheme.

6.6: MEDIA CONVERGENCE

Before understanding the concept of media convergence you need to know the concept of convergence. The word convergence means integration of two or more ideas and creating a new whole with similar characteristics. For example, in media convergence, old media such as television, newspaper, radio, etc. converge with the new media using digital

technologies. So, the term media convergence can be defined as the connection of computer technology, media houses, media content and internet for communicating media messages in terms of digital products. In other words, media convergence is possible through convergence of different technologies such as World Wide Web, smartphones, tablet computers, smart televisions, and other digital devices. In media convergence, three key elements are converged including computing, communication and content. The two basic characteristics of media convergence are given below-

i.   Merge of traditional media technology and digitised media technology and computer network.
ii. A strategy of economy formed by digitisation and networks of computer by the communication houses.

Convergence of media through digitisation and internet has facilitated global exchange of information. Technology convergence made things easier. The production process of media has become much easier. Cost saving has enhanced. Electronic transaction of required data has become easier than physically transacting the data. The gap between the producers and consumers has been diminishing and the consumers of media can become the producers of the content through media convergence. Media channels merge together as technology advances with time.

Media convergence emerged from 2000 with Web 2.0 sites. Web 2.0 facilities user-generated content and interactivity for participation in content development. It has helped the users to produce the content, consume the content and also to participate and change the content of media in the internet. Media convergence and the social media have led to a content created by users which in turn becomes participators instead of being mere audiences.

Earlier content was disseminated to the people through traditional media like radio, cinema, and television. But now the content is available in

digital form through multimedia. Users became the regulators of content and its distributors. Young users are well familiar with media convergence and this has created an environment where they can easily participate in the creation of media content.

Thus media convergence can be summed up as the blend of computing, telecommunications, and media in a digital environment. People have advanced in technology and media convergence can play an important role by being better than earlier modes of information dissemination.

ASSESS YOUR PROGRESS

1. Give your arguments on the following statement-
   "ICT is a boom for human communication".
   _____

2. Do you think ICT mediated communication is more participatory than the conventional mass media?
   _____

6.7: SUMMING UP

In this unit, you have learnt about the new media and the different characteristics of the Information society. Further, you have also studied about ICT and media convergence. The discussions in this unit gave you the idea about the changing scenario of ICT mediated communication. You have learnt how Information and Communication Technologies has redefined the process of communication. Finally you have learnt about information imbalance and the New World Information Order.

6.8: QUESTIONS

1. What is digital media and digital communication?

2. What is information society? Discuss about its role and characteristics?

3. Discuss about the New World Information Order?

4. What is ICT? Discuss about its components.

5. What is media convergence? Write about the elements of media convergence.

6.9: RECOMMENDED READINGS

1. Chaturvedi B. K. *New Media Technology And Communication* (Global Vision Publishing House 2010).

2. Wilson P. Jr. Dizard. *Old Media New Media: Mass Communications in the Information Age* (Allyn & Bacon, 1999).

3. Collins Richard, Murroni Cristina, *New Media, New Policies: Media And CommunicationsStrategy For The Future* (Polity Press 12-1996).

4. Vince John A.,*Digital Convergence: The Information Revolution* (University Of Bournemouth UK: Springer-Verlag)

5. Nath, H.K. (2009). Information society. Retrieved from https://www.shsu.edu/eco_hkn/The%20Information%20Society.pdf

UNIT 7: SOCIAL MEDIA

UNIT STRUCTURE

7.1 Introduction

7.2 Objectives

7.3 Features of social media

7.4 Web 2.0 technology

    7.4.1 Elements Web 2.0

7.5 Virtual Community

7.6 Social Networking Site

7.7 Wiki generated media

7.8 Blogging

7.9 YouTube

7.10 Summing Up

7.11 Questions

7.12 Recommended Readings

7.1 INTRODUCTION

Social media has become a most preferred form of communication medium for sharing views and opinions of the users. Interactivity which is a key feature of social media has changed the communication scenario in present time. Social media functions create virtual communities in the online platforms. You have already understood the term user generated content in the previous chapter, and social media is an example of using user

generated contents. Sharing photos, videos, piece of art, etc. with the world has become easy with the emergence of social media. Examples of different social media platforms are blogs, YouTube, Facebook, Wikies, Twitter, Instagram etc. It has also become a popular marketing strategy nowadays as handling social media platforms for promoting products and services can reach large number of potential customers without solely depending on the conventional mass media such as television, radio, newspaper, etc.

While understanding the concept of social media it should not be misunderstood with the term social networking as many people use these two terms interchangeably. But there is a thin line which differentiates between these terms as social media means a form of media like any other media such as T.V, Newspaper, Radio, and social networking is the communication process which occurs on the social media platforms through establishing connections among different groups of people. So, social media is the umbrella term which comprise of all the social networking sites. This unit will give an understanding of different concepts related to social media as well as you will learn the functions features of different social media platforms.

7.2 OBJECTIVES

After going through the unit you will be able to

- Explain about the social media – social networking sites
- Describe the virtual community, blog, YouTube
- Know about the wiki generated media, Web 2.0

7.3 FEATURES OF SOCIAL MEDIA

Social media refers to different websites and applications which facilitates the users to create and share web content and also allows participation in social networking. The following are some features of social media-

i.   Social media uses Web 2.0 applications of the internet. Web 2.0 refers to the second generation of the World Wide Web which allows people to interact with each other. Web 2.0 has changed the one way communication approach of internet and made possible of multi-way communication among the users.

ii.   Social media is based on user generated content which means the users themselves develop the content on the social media platforms. For instance, social media users can post any update in Facebook, upload video in YouTube and also create your own blogs. Therefore, it allows more participation and freedom of expression for the users in comparison to the conventional mass media such as television, radio, newspaper, etc. It is because; in social media your content is not filtered by any gatekeepers unlike the other forms of media.

iii. The most useful feature of social media is that it connects people worldwide and facilitates integration among them. Exchanging and sharing information in social media creates collaboration among the users.

iv.   Information exchange in social media is asynchronous which implies users can access to the information at their own convenient time and space. For example, accessing to social media account like Facebook, Twitter, etc. depends on your convenience.

v. Multimedia communication is another key feature of social media. It means you can share information in all forms such as video, audio, still photographs, etc. It integrates all media functions such as news, games, video sharing, photo sharing and e-commerce etc. which results in convergence of information.

7.4 WEB 2.0

Before emergence of Web 2.0 technology of internet, it was Web 1.0 which only allowed one dimensional communication process. It was the first stage of evolution of World Wide Web when only static HTML was possible. People could not take part in content development. This disadvantageous feature of Web 1.0 resulted in this second generation of World Wide Web called Web 2.0. The term Web 2.0 was coined by Darcy DiNucci in 1999 in the article entitled "Fragmented Future".

This new technology has enhanced the communication process by allowing people to participate in creating web content and also information sharing. In other words, we can say that it began with just reading the content on websites but now users give their input and increase the scope of the content. The different kinds of these applications are forums, blogs, bookmarks, social networks, Wikipedia, etc.

The difference between traditional Web and Web 2.0 is that the communication between the users of internet and the supplier of content is much faster.

7.4.1 Elements of Web 2.0

i. **User generated content:** We have already discussed about user generated content in previous chapter. Web 2.0 enables users to generate contents as well as facilitates collaboration in developing web content.

ii. **Ajax (Asynchronous JavaScript and XML):** User generated content in Web 2.0 is possible through the method called Ajax i.e. Asynchronous JavaScript and XML. Ajax is the combination of different programming tools including JavaScript, dynamic HTML (DHTML), Extensible Markup Language (XML), cascading style sheets (CSS), the Document Object Model (DOM), and the , XML Http Request, etc. Ajax makes a web page dynamic and it automatically updates the users' action on the web page and makes it interactive through processing the command.

iii. **Wiki software:** It is a type of collaborative software which allows users to develop content on the website, edit the content and also collaborate with multiple users. An example of website using wiki software is Wikipedia, where you can write and also edit the content available in the website. It is based on computer language called markup language which uses tag to develop content in the website. Tags in markup language indicates what should be displayed on the screen when the page loads, e.g. <codl>. Examples of markup languages are HTML (hypertext markup language) and XML (Extensible Markup Language).

iv. **Mash-up:** Mash-ups are web page or applications which combine the elements from more than one source. It means this application uses information from different sources and integrates the same in one particular page. You have heard about mash-up songs; similarly mash-up in webpage mixes contents from different sources to create a new and unique content. Trendsmap.com is an example of such website using mash-up application integrating location specific trending twitters with google map.

v. **Social Networking:** It is a significant element of Web 2.0 which enables users to establish contacts with people from different parts of the world. Facebook, Twitter, LinkedIn are examples of social networking sites which help the users to establish connections in multiple ways.

7.5 VIRTUAL COMMUNITY

The concept of virtual community has emerged after the immense uses of cyberspaces for communication establishing a networked society. The only difference between virtual community and the real world community is that in virtual community there is no face to face communication and people meet over the cyber spaces. People in virtual community share their ideas and opinion for a collective goal.

The traditional idea of community is confined to a particular geographical locality in which people may share homogeneous culture. But in virtual community people come together from different places with different cultural identities. Purposes of constituting virtual communities can be different depending on the types of forums as well as people involved in it. For instance, virtual community can be formed with a professional goal, academic, political, cultural, social, etc. For commercial purpose many companies form such virtual communities to reach the consumers easily as well as to share information related to their marketing strategies.

On the other hand, you can see some forums where people discuss topics related to different academic disciplines. However, there are some other kinds of virtual communities where people share their same hobbies and passions of life. Social networking sites have made it easier to establish such virtual community enhancing interactions among the people on virtual world specially providing a platform to give feedbacks.
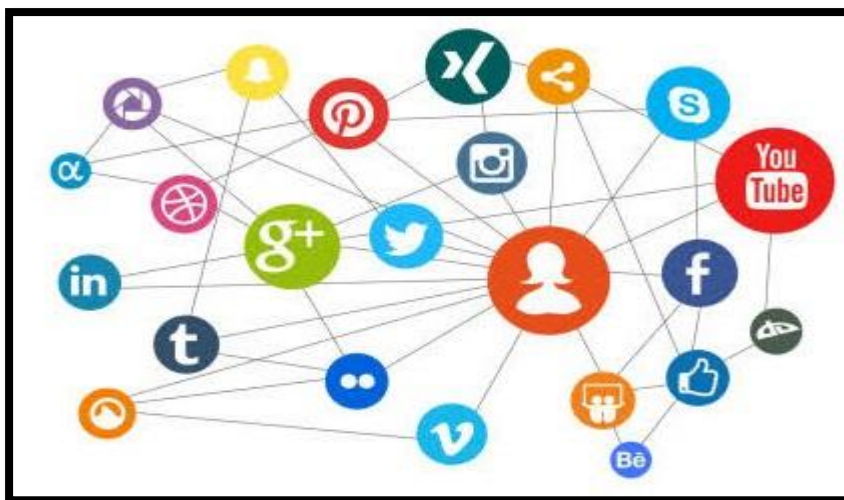
7.6 SOCIAL NETWORKING SITE

We all are familiar with Facebook, Twitter and Instagram etc. These are becoming a part of our day to day communication channels making it easier to express our ideas, opinions, etc. It is a revolution in the computer mediated communication system where people can connect with each other

globally. In other words, social networking sites allow us to create our own identity in a virtual world through a public or semi-public profile.

Why is it called social networking? Social network is a term used in the discipline of sociology which implies the social structure in which all the actors of the society including individuals and organisations are inter-connected and are involved in the communication process. In our society we all are part of the social network within which we share our beliefs, culture, ideas, opinions, etc. In other words, social network works like a tie among the actors of a society which involves your family, friends, neighbours, colleagues, etc.

Similarly, in a digital world which we call the virtual world, social networking sites have provided the platforms to build our connections and relationships with the people from different parts of the world. The basic difference is that in real world social network we communicate through face to face communication and in social networking sites we do not need to establish face to face communication in order to build such network with people. The following two images shall further your understanding on social network in real world and in the virtual world-
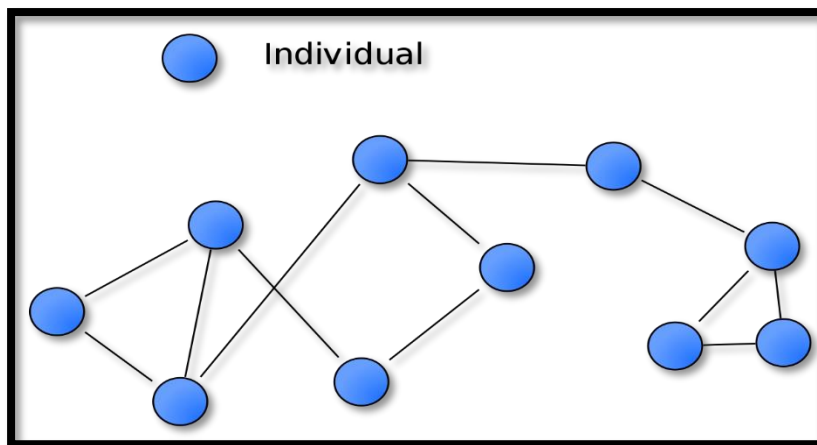
Fig 7.1: Social network in Social Networking sites

In the above diagram you can see people are connected through different social networking sites and are involved in creating a networked society where all are connected. But in the diagram given below (Fig: 7.2) you can see that people are connected through an interpersonal communication channels. So, you can say that we are living in a digital world where it is easier to get connected with people through social networking sites beyond geographical boundaries. But in the real world social networks we are confined by geographical boundaries.

Fig 7.2 : Social networks with interpersonal ties in real world

Social networking sites are beyond the concept of peer to peer communication like in SMS, E-mail, Skype, etc. because, in social networking site a large number of followers/friends can be connected at the same time and at the same medium.

7.7 WIKI GENERATED MEDIA

We have already discussed about wiki which is also known as wiki engine while explaining the elements of web 2.0. You have learnt that Wiki allows

the users to create and edit contents. There are many websites such as Wikipedia, Wikihow, Citizendium, JurisPedia, Wikileaks etc. which use wiki software for developing contents. The basic purpose of wiki is to distribute information through facilitating user generated content for sharing knowledge based on collaborative efforts of the users. Connie Malamed defined wiki in the article "Using Wikis for Learning and Collaboration" (source: http://theelearningcoach.com) as a "collaborative management system (CMS) for collecting and organizing media that is created and revised by its users".

Wiki software has become popular among all the institutions from different fields including corporate, education, association, etc. for the purpose of easy accessibility information, enhancing collaboration, developing community etc. Some of the examples of wiki software are- Confluence, DokuWiki, EditMe, Mediawiki, MS Teams Wiki, etc. Wiki software are user friendly and it does not need so much of technological understanding to develop content and anyone can develop an update content in such wiki based websites. However, such flexibility may lead to violation of privacy and also it may result in some unorganised documents.

7.8 BLOGGING

Blog is another example of website which is based on user generated contents. People use blogs as a platform to share their ideas, experiences, opinions and also creative writings. Blog is not only used for personal purposes, it is also used for commercial purposes. Nowadays, blogging is one of the marketing strategies where people use social media as a platform to promote product and services. One example of website where you can create your blog is wordpress.com. In this website, you can customise the features of the blog the way you want. In other words, we can say that blog is the online journal where you can digitalise your ideas, opinions, experiences, etc. It is a multimedia platform where you can share photos, videos, etc.

Blogging has become a carrier option for many independent writers from different fields. For examples, travel blogger is a popular concept through which you can write about different places you have visited likewise, you can create a blog for sharing recipes of food. Now you must be questioning how blogging is an option for earning money. Like Facebook, blog has also features such as Like, Share, Comment, etc. So people can give feedback on your post and also can share the content you have developed in your blog.

The advertisers can promote their products and services through your blogs and if a customer buys the product or services from the link given in your blog you will be paid form the advertisers. These advertisements are called banner ads. This type of advertisement is displayed in the host websites and the visitors to this webpage can directly go to the advertiser's website by clicking these links.

There are two processes of earning money through hosting advertisements in your blog; one is CPC or Cost per click and another one is CPM or Cost per 1000 impressions. Through hosting CPS advertisements in your blog you can earn money from the advertisers, it means you will earn per click of the visitor to your blog clicks or open the advertisement (ads). On the other hand, CPM or Cost per 1000 impressions refers to the advertisements that pay you a fixed amount of money based on how many people view the ad hosted in your blog.

7.9 YOUTUBE

YouTube was launched in the year 2005 as a video hosting service. It is based in U.S.A and was found by Chad Hurley, Steve Chen and Jawed Karim. It is a most popular website based on user generated content where people can upload and share videos from different genres such as documentary, music, short films, movies, etc. However, YouTube is considered as a social networking site as people can get connected through

this website and can give their opinions and feedbacks about the video shared here. You as a user can open an account in YouTube through logging into your account you can upload a video.

From amateurs to professionals use YouTube as a platform to share their videos and earn money from this. YouTube as a business platform gives immense opportunities for the video bloggers. For example, you can find so many channels which are based on travel stories, instructional videos, food recipes, humours programmes, etc. This entire business depends on the number of viewership that a particular video gets. Using YouTube as a platform for showcasing one's talent to the world, many of the amatures artists have built their carriers from different fields.

7.10 SUMMING UP

From the discussions in this unit, you have learnt about different platforms of social media. It discusses how the emergence of Web 2.0 technology has changed the scenario of computer mediated communication. Specially after the introduction of social media such as Facebook, YouTube, Twitter, LinkedIn, etc. have resulted in a network society in which people are connected globally. You have also learnt the concept of virtual community which gives you an idea that interactivity feature of Web 2.0 technology has created a digital platform where people develop connections with people beyond geographical boundaries. Blogs and YouTube have become source of income for many and also a platform showcase one's expertise creative skills.

ASSESS YOUR PROGRESS

1. Discuss the different perspectives of computer mediated communication with Web 2.0 technology.

   _____

   _____

7.11 QUESTIONS

1. What is social media? What are its features and benefits?
2. Write a note on Web 2.0.
3. Describe about some popular social networking sites.
4. Discuss about virtual community.
5. What is wiki generated media? Write about its advantages and disadvantages.
6. Write short notes on blogging and YouTube and also discuss these two from the perspective of commercial uses.

7.12 RECOMMENDED READINGS

1. Chaturvedi B. K. (2010) New *Media Technology And Communication* (Global Vision Publishing House.
2. Wilson P. Jr. Dizard. *Old Media New Media: Mass Communications in the Information Age* (Allyn & Bacon, 1999).
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UNIT 8 : EMERGING TREND IN NEW MEDIA

UNIT STRUCTURE

8.1 Introduction

8.2 Objectives

8.3 Digital culture and digital identity

8.4 New media & democracy

8.5 E-democracy

8.6 New media & activism

8.7 Summing Up

8.8 Questions

8.9 Recommended Readings

8.1 INTRODUCTION

This unit discusses the emerging trends of new media which include the aspects such as digital culture and digital identity, new media and digital divide, e-democracy, etc. This unit focuses on discussing the transformations which are influenced by the emergence of digital technologies. These transformation indicate the changes in the process of formation of digital identity , culture and also democratic governance. However, from this unit

you will understand the changing scenario of a public sphere in a digital platform and also the its connection with the new form of activism in the new media platforms.

8.2 OBJECTIVES

After going through this unit the learners will be able to

- Explain digital culture, digital identity
- Discuss about new media and digital divide, e-democracy, public sphere, activism

8.3 DIGITAL CULTURE AND DIGITAL IDENTITY

8.3.1 Digital Culture

The two concepts digital culture and digital identity are related to changes in terms of technological, social, political developments, etc. These terms explain the changing ways of creation and consumption of culture and how the information technology has an effect on this process. In other words, digital culture refers to the process of exchanging values, thoughts , norms , etc. through a communication process facilitated by different digital technologies. In other words, digital culture also deals with how we interact with each other or how we think through using digital technologies, for instance uses of social media, modern day psychology, cyber ethics, selfie, usage of emoji, etc. have become a part of this communication process. The process of digitisation particularly has changed this culture with the increasing uses of internet as a mass form of communication. This digital culture is based on three key elements including different technologies involved in the communication process, cultural forms and experiences related to this digital culture.

The digital culture we are discussing here is significantly shaped by the technological changes. For instance, in the broadcast culture which includes mass media such as television and radio are based on an one way communication process in which there is clear distinction between the sender and the receiver. But in digital culture, the networked and interactive communication has enabled multiple way of communication

through facilitating collaboration in creating contents. This phenomenon in the emerging digital culture has blurred this gap between the senders and receivers of the message.

After the technological aspect of digital culture, digital products are the important part of this discussion. Some of the examples of such digital products are online ads, e-books, downloadable music, internet television and streaming media, logos, photos , graphics, internet radio, etc. which form some cultural artefacts in digital platforms. These digital products cannot be said as final products as it can be easily modified and also recontextualised. However , as the shrinking distance between the producer and the consumers is new trend of digital culture, the participation has become more democratic in nature. This democratic participation also indicates easy access to these products which is a non-hierarchical process of collaborative creations.

This digital culture has been resulting in a virtual world which is intangible in nature. Our experiences in this world sometimes creates simulation of the real world. This simulation is the imitation of the real world which implies a blurred distinction between the real and virtual world. This virtual world in a cyberspace has changed our pattern of communication in which real world face to face communication is being replaced by a digitalised networked society. In such a network society , the concept of interpersonal communication has changed and people have started constructing their virtual or digital identities.

8.3.2 Digital Identity

The term identity implies your individual features including your demographic, geographical and socio-cultural characteristics. It gives a general idea about the meaning of identity, your community, language, culture, etc. are parts of your identity which represents you as an individual entity. However, your identity is also related to your ID cards such Voter

ID card , PAN card, etc. which are your physical world identity elements. But, here we will discuss about digital identity , its meaning and what are the elements of digital identity. Digital identity is related to the digital information an individual, organisation share in a cyber space. This digital identity is required for maintaining the security and privacy of any user. In other words, digital identity is the combination of different data attributes such as username and passwords, email id, URL, domain name, etc. Digital identity is used for authentication of one's identity in physical world. You may experience that in accessing many websites, it sometimes asks your google account or Facebook account to open the particular website. It is to validate your real identity with digital identity. It is based on the kind of information you share about yourself in the digital space and which are actually publicly available database. Through the digital identity one can understand the user's history which implies the behaviour or pattern of accessing multiple websites and applications.

Digital identities in practice are used as a security measure for many sectors such as banking, e-commerce, gaming, etc. Your identity elements which may be your password , your user id, etc. that you provide for accessing the services become your digital identity and it functions like a security measure for protecting from different unethical activities in cyberspace. However, username, password as digital identity for a secured data management are becoming less effective in todays world of cybercrime. Instead, biometrics technologies have become more popular nowadays for using as your digital identity. These biometrics techniques includes your fingerprints scans as your digital identity to access to any device such as cell phone, tablets, etc.

8.4 NEW MEDIA AND DEMOCRACY

This unit also focuses on discussing the changing trends of democracy along with the evolving of a cyberspace. This discussion includes the aspects of conceptualising the democratic culture driven by digitalisation

and also formation a public sphere in which the concept of gatekeeping has been changed. Firstly, we will discuss about the notion of a democratic cyberspace and then we will discuss the impacts of this cyberspace on democratic governance.

8.4.1 Democratic cyberspace:

Here , the term cyberspace in context to democratic practice refers to a new form of public sphere which is an alternative platform to the conventional public sphere such as newspaper , television , radio, etc. The concept of public sphere refers to a space or a sphere where people share their opinion or debate over some socio-cultural or political issues. Public spheres are for formation of public opinion which is a crucial part of exercising democratic principle of freedom of expression. After the emergence of a digitalised public sphere in the forms of different social media platforms , the concept of a democratic public sphere has been transformed. This public sphere has been penetrated to different fields including politics, culture, etc. and public opinions have been shaped in more participatory forms. Democratic participation in the digitalised public sphere is more flexible than the conventional public sphere in which the concept of gatekeepers is more rigid in comparison to the digitalised public sphere. This flexibility in the digitalised public sphere has been resulting in cyber activism which allows the citizens of a democratic society to initiate social movements. Nowadays, such different movements are the instances of social changes that empower the citizens to practice democratic principles. However, such flexible participation without any gatekeeping sometimes become subject to violation of ethics as well as dissemination fake news. In other words, it can be said that rapid growth in internet with a decentralised information flow channel which gives freedom to share and reuse information has been resulting in different level of radical democracy. Radical democracy implies questioning the status-quo and also building antagonism against the oppressive power relations and thereby raising voices to form public opinion in the cyberspace.

8.4.2 New media and democratic governance :

In this context of new media and democratic governance, we will discuss the impact of new media in democratic practices . The term governance implies the interaction between the legitimate authority and the citizens through conducting affairs and different policy implementations. This needs continuous monitoring of the utilisation of resources for which the authority is accountable and the citizens should actively participate in this process. The role of citizens in this process is to question the authority without becoming silent spectators of actions and policies executed by the governing body. In a democratic country, a good governance is possible when the government or the ruling authorities maintain transparency in utilising the resources as well as become accountable for their actions.

In this context of maintaining transparency and accountability, new media technologies play vital role in establishing a good communication channel between the citizens and the government. For instance, nowadays citizens of a democratic country can access to the information regarding any government policies as the information are digitalised and are made easily accessible for the citizens. Using different social media platforms, people can bring to notice about different socio-political issues which pressurises the government to maintain transparency and policy implementations for good governance. New media also have been accelerating the process of political participation as the political opinion can be developed easily in the social media platforms in a collaborative form. Nowadays, political parties are using social media platforms for creating political campaigns to reach the citizens specially the youths as they are more apt in using social media for expressing their views on political discourse.

8.5 E-DEMOCRACY

E-Democracy is also termed as digital democracy. The concept of digital democracy or E-Democracy implies the uses of information and communication technologies for democratic governance. Using internet for

free dissemination of information , digital democracy promotes participation in the democratic process. It also promotes awareness on political rights as well as policies implemented by the government. E-democracy also enables larger engagement of the citizens in policy making. It allows free and equal participation for all the citizens of a democratic country. Through using internet and mobile technologies, E-Democracy empowers the citizens and also make the policy makers accountable for their action in the public realm. Actors of a democratic state which include the government, elected representatives, civic organizations, communities, political groups, activists, etc. engage in a process of online civic engagement, online citizen participation, online discussion through ICT supported communication. Through different platforms such as online discussion groups, blogs, government Web sites, etc. it directs to greater participations of the citizens which results in quality of opinion formation which is the foundation of democracy. However, E-voting has become a popular concept in democracy facilitated by ICTs encouraging citizens to participate in the democratic process.

The significant benefit of E-democracy is that it builds trust between the government and the citizens through maintaining transparency and accountability. As the citizens can easily access to the information and can give feedbacks on the actions of the governments , it becomes effective for the government to implement policies. Using ICT based applications, it has become easy to exchange data within and between the governments. In other words, we can say that , the concept of e-democracy in the process of democratic governance gives more power to the citizens than the conventional democratic practices and it requires awareness on the part of the citizens.

8.6 NEW MEDIA AND ACTIVISIM

Before you understand the relationship between new media and activism , you first need to comprehend the concept of media activism. Media activism has

become a popular notion in the current time as people have started using media as a tool for social and political movements. The word activism is closely related to social change as using media and other communication technologies for questioning different socio-political issues sometimes even leads to policy changes. Using media for such movement has made it easy to disseminate information and also form opinion at some common platforms. Internet has made it more mobilising as people from different locations beyond geographical boundaries can participate in such debate and discussion and can influence the social transformation and also government policies . Using different social media platforms for mass mobilisation, new media have been facilitating this process in different fields. here are so many examples of social media activism in India and worldwide. India witnessed such a social media movement after the infamous Delhi gangrape case in 2012. To protest against such a heinous incident and questioning the authority , people specially the youths used social media platform to mobilise the mass. Another example of such social media movement is Arab Spring which was occurred during 2010 in Middle-East. This uprising was against the oppressive governments in different countries such as Tunisia, Morocco, Syria, Libya, Egypt and Bahrain which led to change in regime . Facebook, Twitter played a very crucial role in establishing the networks and coming forward with a common cause. Different researches have been done analysing the role of social media in this uprising. The significant advantage of using social media for different activism is that it can reach the mass easily and can easily influence because of the absence of gatekeeping in sharing opinions. This works as a powerful means for exercising your democratic rights to raise your voice against any injustice and also initiate campaign to protest against any injustice.

8.7 SUMMING UP

From this unit you have learnt different trends related to new media. Concepts like digital culture and digital identity have been changing the convention approach of communication and have been resulting in digitalisation of information. Digital identity has become a part of your life as you share some of your personal details in the digital platforms for different purposes which is creating an identity of yours in a cyberspace. You have also understood the role of new media in the democratic process and how being an active citizen of a democratic country you can use new media for exercising democratic rights. The concept of E-democracy gives you the idea how new media have been empowering the citizens to participate in the democratic process. It has been leading to symbiotic relationship between the governing body and the citizens, as government can easily reach the them and the citizens can also easily access information as well as can monitor the government actions. Use of new media have also changed the nature of public sphere resulting in a digital public sphere where more participation is possible in comparison to the conventional mass media such as television, radio, newspaper, etc.

However, social media activism has become a very popular trend for people who want to mobilise the mass for social change with some common cause. From this unit we can summarise that new media have been shaping our life in different ways and we are becoming more dependent on this for communication purposes.

8.8 QUESTIONS

1. Discuss on the concepts of digital culture and digital identity.
2. Write down the role and relation among new media and digital divide, new media and public sphere, new media and democracy, new media and activism.
3. Write a short note on e-democracy.

8.9 RECOMMENDED READINGS

Chaturvedi B. K. *New Media Technology And Communication* (Global Vision Publishing House 2010).

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Covell Andy. *Digital Convergence* (Firewall, 2002).

Vince John A.,*Digital Convergence: The Information Revolution* (University Of Bournemouth UK: Springer-Verlag)

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