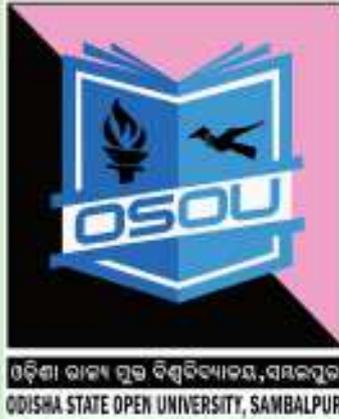


DJMC 5
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ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Diploma in Journalism & Mass Communication
(DJMC)

Emerging Media



Journalism & Mass Communication



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
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DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-5

Emerging Media

Block

1

Emerging Media

Unit - 1

Definition and Types of Emerging Media

Unit - 2

Characteristics of Emerging Media and Status

Unit- 3

Emerging Media and Mainstream Media

Unit- 4

How Journalists Use Emerging Media

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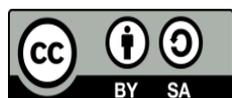
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UNIT – I: DEFINITION, TYPES OF EMERGING MEDIA

UNIT STRUCTURE

- 1.1 Learning Objective
- 1.2 Introduction
- 1.3 Emerging Media
- 1.4 Types of Emerging Media

Check Your Progress

1.1 LEARNING OBJECTIVE

You must be either knowingly or unknowingly using some forms of emerging media in your daily lives. So let us learn more about this emerging media. This unit seeks to explain what are “Emerging Media” and various types of emerging media we are using in the current scenario. We shall also discuss how these upcoming media are going to change the way people communicate with each other.

After successfully completing this unit, students should be able to:

- define emerging media
 - describe various types of emerging media
 - explain the integration of digital technology into various media forms
-

1.2 INTRODUCTION

The way people communicate with each other in a society is changing. Starting from the time of stone carving to the present age of Internet, the tools and means of communication are changing. Media in our society has always been evolving. We have already known about the development and growth of various forms of mass media such as print, radio and television.

We have seen the growth of print media in India. The print media has passes through various stages such as from printing of religious literatures to the present format of newspapers, magazines, pamphlets, brochures and others. We have seen the growth

of radio clubs to the present state of Digital radio stations in case of radio. In the television segment from late 1959 till date we have seen the growth in terms of technology (from analogue to digital) and in terms of numbers (from one channel to over 900 plus).

So far the technology has changed a lot. The media industry also has been able to coop with the changing taste of the audiences. With the coming up of online technology and the advent of World Wide Web the whole media scenario world over has changed. Convergence of computers with the telecommunication has changed the whole media industry operation. The media industry is now witnessing a plethora of digital technologies which has changed the way news was made and consumed.

Media is increasingly including the interactive components. These interactive components demand more attention from the viewers or readers. The introduction of social networking sites, blogs, instant messaging and smart phones are used vehemently to share information in new and innovative ways. These are also known as new media or emerging media.

1.3 EMERGING MEDIA

So far we have learned and discussed about the traditional media such as print and electronic media. We have also learnt about their style of functioning. The print media includes both newspaper and magazines along with brochures, pamphlets and others. As far as radio is concerned, we meant it as All India Radio. Just a decade ago we have started listening to various private FM channels. These days we are very much used to with the news and entertainment television channels. These are otherwise known as mainstream media.

With the emergence of online technology, the production, distribution and consumption process of news has been changed. Newspapers and television channels have shifted their importance to the online editions. Each and every media houses in India now have their own websites. Especially the electronic communication with the internet driven technology has brought lots of innovations. The new forms of media have created opportunity for interactions between the producers and consumers of news. These new forms of media are known as emerging media.

Journalism is moving slowly into interactive mode. Readers are now relying on online versions to get instant information rather than on traditional media. They are also reacting and engaging with news like never before. Newspapers are not only carrying text but also uploading videos and graphics in their websites. Online communities and Blogs are made to discuss the current affairs. Journalists are posting news, features and columns in their blogs. Personal blogs are linked to the websites of media houses. On television News anchors are giving feedback to the news sources. News anchors are at times becoming news makers. They are the active commentators. Opinion journalism, collaborative journalism and crowd-sourced journalism are new concepts found in the field of journalism.

1.3.1 WHAT IS EMERGING MEDIA?

In common parlance, by “emerging” we mean “upcoming”. So in journalism, by “emerging media” we mean the upcoming media used to access information. It is very difficult to define exactly what the emerging media is meant by. As media is evolving in nature so also its various forms. World Wide Web, Internet and digital technology have influenced both print and electronic media.

American Journal of Business defines that any definition of emerging media is difficult. The most commonly applied ‘shorthand description’ of emerging media is that it is communications – of all types – based on digital technologies, and increasingly with interactive components. Neuman (1991) has defined the concept of emerging media more than a decade ago. He argued that what we define as emerging media will a) alter the influence of distance, b) increase the volume and speed of communications, c) enable interactive communications and d) permit the merging of media forms.

Thus we can define emerging media as “media used to share and exchange information with the use of emergent digital technologies having the feature of interactivity, on-demand and faster speed.” Thus emerging media not only contain new medium of communication but should also have the faster speed of delivery of information. New media definitions remain fluid and are evolving, with some definitions of new media focusing exclusively upon computer technologies and digital content production whilst others stress the cultural forms and contexts in which technologies are used (Dewdney & Ride, 2006).

In other words, emerging media is the one that employs of digital technology to communicate message to the masses in a new and innovative ways. It has altered the influence of distance. Emerging media enables interactive communication and permits the merging of various media forms. We are also seeing the convergence of media forms.

1.4 TYPES OF EMERGING MEDIA

We are now living on a virtual world. We are communicating with people without knowledge on their physical presence in the virtual world. While browsing the websites we can now interact with the content of the website. You must have seen websites where you can watch live or recorded videos or audio files. There are features available now, that allows you to upload your own video in these websites. With smart phones you are communicating with friends resided in a far off place within fraction of seconds. All these are happening with digital technology enabled emerging media. Now traditional media outlets are deploying emerging media to create a new user experience. Communication with the help of emerging media is the next big thing we are going to witness. Let us know about the different types of emerging media either available or coming up in the near future.

1.4.1 INTERACTIVE WEBSITES:

All of us must be visiting hundred of websites every day. We are either reading news and entertainment stuff or shopping our favourite products or updating information about ourselves in various websites. Schools, colleges, universities and institutes are going online. The students are accessing the websites of their respective institutes to fill up the forms, accessing the course materials or any other work related to courseware. Here a question might be rising in our mind that what a website is. So a website is a collection of pages which include text, images, videos and links to other websites. And the most important point is that it is linked to the internet.

But now these static websites have lost their ability to attract the attention of the visitors. Visitors are expecting more from the websites. Therefore the need of the hour is the interactive websites. An interactive websites is a collection of interactive web pages. These interactive web pages not only provide information to the visitors but also can

collect contents from the visitors to create a more interactive experience. In an interactive web pages users can comment, post information or can share video or audio files. We are seeing more user-friendly environment in various websites. On demand content is another advantage of the interactive web pages. Journalists are taking advantage of these websites to get information on their demand. The interactive web pages are more personalised. They also offer localised content.

The interactive websites includes interactive features like instant comment box, live chat, timeline tools, clickable maps, images with the option of zoom in and out, calculators and others. These features are easy to use and help the users to have a more dynamic experience while browsing. These web pages help the visitors to create or alter the basic pages as per their preferences. The interactive websites help the visitors to have more control over the content. You can feel like an owner of the website which you are visiting. The web pages provide us a rich visual and sound experience. Now readers can upload news and other relevant information through interactive features. This has created the concept of citizen journalism. You will learn more about citizen journalism in the next block.

1.4.2 3D ANIMATION:

While watching news on television channels on train accidents, court proceedings or weather updates you must have seen moving images or graphics. If visuals are not available with the news channels on any news item then channels are carrying animated graphics to explain the story in a better way. These images/visuals are made with the help of animation tools. Animation is a technology that takes the help of software and hardware. Animation is used to explain visually an event or a sequence. You must have seen films or cartoons on television made with the help of animation tools. Here still images are displayed rapidly to create an illusion of movement. Animation was there for the last couple of years but 3D animation is a new one. 3D animation has replaced the use of 2D animation technique. 3D stands for 3Dimensional animation which creates moving images.

It is a process of digital manipulation that takes the help of 3D software in the digital environment. The animation specialist creates graphical images with the help of

computer in x, y and z dimensions. In 2D animation, there are only x and y axes. Modelling, layout and animation and rendering are three important sections in the 3D animation process. Videos made with 3D techniques looks more realistic and have more depth also. Increasing power of computers with high quality animation software is used for making high quality films. The combination of various tools and techniques are used to construct complex 3D videos. A 3D model of a simple object can change its position, surface style and rotation to such an extent that viewers would not recognise it.

Films such as Kung Fu Panda 3, Ice Age and The Jungle Book are made with the help of 3D animation. Blender, 3D Plus, DAZ Studio and some other software are available free of cost on internet. You can download them in your computer to make animation files. Animation is a different ball game and requires knowledge on computer hardware and software. News organisations are hiring animation professionals to create high quality animated videos or graphics. Animation is now considered to be an important section in the media, advertising, gaming, mining, architecture and other industries. 3D animation is considered as the best technique to attract and retain the attention of the viewers.

1.4.3 PODCAST:

Everybody loves to listen songs. Earlier we listen songs from radio, music player or television. But in the traditional formats we can't create our own list of music files. Listening music from the internet is the latest craze. On various websites we are creating our own list. We can ask for songs as per our requirements. These things could be possible with the help of Podcast. Podcast is a different and popular media that create your own list depending on your interest. It's kind of on demand radio. You can not only download but also upload your own audio files to reach millions of people. It is much more than a radio broadcast in the sense that you can choose or create what you want to listen. With internet reaching every nook and corner of the world, this interesting technology is going to be a big player in the coming years.

“Podcast” is a combination of two terms, i.e. ‘pod’ and ‘cast’. The word ‘pod’ has been taken from the iPod (a digital music player from Apple) and ‘cast’ has been taken from broadcast (<https://internationalpodcastday.com/what-is-podcast/>). While

browsing various websites you must have seen/heard audio files that contain news, show episodes and others. So a podcast is basically a digital audio file available in the websites which can be downloaded to any device such as computer, portable media players or smart phones or tablets with the help of internet. We can otherwise call it as on demand broadcast. Once you sync your device via internet with the website, files will be automatically downloaded. Anyone can create a podcast, only you need a mic, internet and a computer. Podcasts may be made on news, talk shows, movie reviews or on any other topic or simply music.

A number of podcast feeds are available in various websites. You only need a podcatcher to subscribe and receive podcasts. But podcast is different from streaming video or audio files. You can subscribe to podcast on the topics which interests you. Another point to be noted here is that you have full control over your listening. Once downloaded you don't need an internet and you can listen it at any point of time unlike streaming audio files.

1.4.4 INTERACTIVE VIDEO:

Every organisation is thinking of interacting with its target audience in this highly competitive world. Instant interaction is the buzz word we are listening everywhere. Starting from the corporate houses to the media outlets, everyone is interested to get instant feedback. It is said that a picture speaks more than thousand words. Therefore visuals have more importance in the communication world. You must have seen the increasing usage of videos in various websites. On the internet world text has been replaced by images and videos. Most of the people love to see the visuals rather than reading long texts on internet. Netizens are focusing on so many things at a time that they cannot concentrate on one thing. The attention span of the viewers is getting shorter day by day. So in this fast changing world in order to keep their attention to the website, the designers are using lots of interactive videos in their pages. This is also another reason for the increasing demand for video content on internet. Videos are considered as the most consumable content in different websites. You can see that even the newspaper websites such as www.timesofindia.indiatimes.com or www.indianexpress.com and others are carrying more video stories.

So you must be thinking about what is an interactive video. It is basically a video content available on digital platform where the viewers can avail the option of direct interaction. Interactivity features are added to the video. The users can interact directly through clicks, touch or voice. The users while watching video can fill up forms, play games or can participate on live chats. It is a type of video that uses digital platform to provide rich visual experience. Computer assisted instructions are simultaneously provided to the user to get a clear understanding. These videos are very user friendly. Other advantages of interactive video are its quick navigation tool, clickable links to get more information and multi view. Multi view means you can see the video from various perspectives.

You can find interactive videos on YouTube website. Educational institutes are also using interactive videos for online education programmes. Interactive videos are used to teach the lessons to students. Another important feature of interactive video is that users have control over the video. This might be the reason behind the increasing demand for this particular emerging media. Viewers can have better viewing experience of interactive videos even on smart phones.

You must have noticed that if we want to download some videos from a website, it will ask you to connect to one of your social media account. It is another way of integrated marketing techniques. Therefore Call to action is another merit of the interactive video. This means that it will ask the users to further act on the video in the form of either providing personal information through forms or to connect through your account or any such type of interaction. The future of interactive video is very bright with the development of more advanced version of smart phones.

1.4.5 VIRTUAL REALITY:

Another emerging media technology on which there are lots of discussions going around is virtual reality. Though the word seems new but it has been there since quite long. The word virtual reality is a combination of two words, 'virtual' which mean near and reality means truth or what is actually happening around us. So it is basically a technology which is using both software and hardware components of a computer. It creates a three-dimensional environment which human beings can interact. A person can do a

lot of actions and is in a position to manipulate objects with virtual reality. Virtual reality creates an artificial environment where sensory experiences can be achieved.

It is a kind of digital world where illusion of reality is created for the human senses. Video games are perfect examples of virtual reality. When we are playing racing car or bike games, it feels like that we are driving the vehicle. Virtual reality has applications in different fields such as sports, entertainment, medicine, architecture, media and others. Virtual reality has been used in films and television programmes. The Matrix and Vanilla Sky are some of the films where virtual reality has been used. Books writers, publishers and art work designers are using virtual reality to create a 3D environment to communicate with their target audience. Virtual reality has been used to explain any historical instances also. Application of virtual reality is found in the medical and architecture education. It creates a more flexible environment to work and thus helps to reduce time and cost for many organisations. Virtual reality is considered to be a prime technology behind the development of various advanced technical products such as motion tracking, movement sensors and others.



(PC: <https://pixabay.com/en/virtual-reality-oculus-technology-1389033/>)

The above image depicts an eyewear available in the market to experience the virtual reality. In order to feel the virtual reality, a person need to wear a pair of special types of gloves and a head mounted display. The gloves will help to receive the computer input. Apart from these two, there are other types of tools available in the market for the users. We can say that virtual reality is a reality.

1.4.6 PHYSICAL-DIGITAL INTEGRATION:

People around the world have shown their increasing interest on internet. Therefore whether it is a new media organisation or any product selling company while entering their respective markets want to have their digital presence. In the digital revolution era, companies who have traditional method of doing their business (physical presence) are now going for digital presence to cater the diversifying needs of their target audience. Business houses cannot ignore the changes brought out by digital advancements. Therefore the integration of physical world with the digital world is the next big thing we are going to witness.

You must have seen several full page advertisements of online merchants like Amazon, Snapdeal, Flipkart and others on national and vernacular newspapers during festivals. These websites are just acting as the middlemen between the manufacturers and customers. These are examples of physical-digital integration. Another perfect example of physical-digital integration is our own Indian Railways bookings. You can book your tickets at the reservation counters located at the stations and also through IRCTC (Indian Railway Catering and Tourism Corporation) website. Booking railway tickets online not only saves your time but also money. It is easier too. Customers are shopping online or booking a ticket while on the go. This has been possible due to two reasons. One is the increasing penetration of internet and the other one is the availability of cheaper accessing devices.

Here we are talking about the physical as well as online presence of an entity or set up. Physical-digital integration is considered as an emerging media in the present scenario. The traditional media outlets such as print and television channels have also felt the need for digital presence. Therefore they have already started distributing content over the digital platform. Digital presence of any company can provide them an edge over their competitors. Media organisations are taking pioneer role in digital innovations in the current scenario.

This emerging media technology will definitely help to realise the idea of a cashless India as vision by the present government. Customers are considered as the king of any business houses. So their convenience is the top most priority of any company.

The business houses should recognise the prompt adoption of new technology by the customers. Most of the business houses are going for a combination of digital and physical advertisements too.

1.4.7 VIDEO AND AUDIO STREAMING:

Earlier you have to download a video or audio file if you want to watch or listen. But now watch a video or listen an audio file as and when you want. For this you need a faster internet connection, a computer and speakers or a headphone. You can now pause, rewind or fast forward a video while watching it live. Video/audio streaming is a compressed digital content provided on the internet to the user and it can be played immediately. You can view or listen live or recorded streaming files. It can be played as it derives to the user device. The concept of encoding and decoding in the communication process works well here. The content provider sends encoded data which decoded into a user understandable file in the receiver's computer.

With media streaming you can watch films, songs, tutorial lessons and web discussions. Here the content provider keeps a close watch on the type of content a particular user want and provides content as per his or her interests. You can create your own playing list also. The streaming technology was there for couple of years. The advancement of streaming technology has brought rich visual and audio experience. Streaming files uses real-time streaming protocol. You need to install an application to run streaming file in your computer. Live streaming, more specifically, means taking the media and broadcasting it live over the internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to the potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

This kind of technology provides more control for the content provider as well as for the user. This kind of file can be viewed by the user but can't be stored in his or her device. You can call it as on demand video or audio. The content generators can have information on the watching habits like frequency and time of watching as well as the type of content. With the increasing internet speed in the coming days we hope to see more High Definition quality audio and video files over internet. Websites such as YouTube, Netflix and some news websites are providing streaming audio and video

files. An important advantage of the streaming media is that it reduces the waiting time for online content. Unlike downloading a movie or music file which requires lots of time or slow buffering, streaming media is much faster. But for a smooth viewing experience of streaming files you must need a faster internet connection.

1.4.8 DIGITAL MODELLING:

Digital modelling is a technology that uses design software like 3D modelling or computer aided design to produce physical models. Web designers, architectures, construction industry experts and music industry experts are taking the help of digital modelling. The digital model is applied here to create various end products. Computer programmes are used to built a modern studio for a music industry. Digital modelling is also used to build up the acoustics in the studio and the physical spaces in the studio room.

Digital models are created beforehand to test the success of a design. The concept of digital modelling has been used mainly by the web designers and digital advertisers. They are using digital designs to create different elements of a websites or products with the help of animation and interface design. Digital modelling helps the designers to build their end product at reduced cost and time. 3D printing is another upcoming technology used by the digital modelling experts.

(PC: <https://pixabay.com/en/elephant-modeling-3d-digital-image-480516/>)



The above image is a digital model of an elephant prepared with the help of digital modelling and 3D animation software. This technology is also used by the architecture for the restoration of old heritage sculpture or building. Now automobile manufacturing

industry is also taking the help of digital modelling to bring out more sophisticated vehicles. In the area of information and communication technology, digital modelling is considered to be the next big thing.

1.4.9 SOCIAL MEDIA:

You all must have heard and used social media tools in your daily lives. We all are using various tools and techniques to communicate not only with our known friends but also unknown persons around the world. Here internet is playing a big role to communicate and socialise. We are also part of different online communities where we are raising our voice, commenting on any issue and also creating information for others. Social networking is the talk of the town now. Starting from students, entrepreneurs, politicians and other professionals are taking the help of social media to reach masses. We can have an elaborate discussion on social media in the next block.

1.4.10 SMART PHONE:

Mobile phones are the best communication tool in the present society. We communicate with others through voice calls by using a mobile phone. But along with voice calls it is now considered as a device for accessing news, listening music, watching movies and playing games along with communicating with the outside world. With the advancement in technology we are seeing several versions of mobile phones. Now we are seeing smart phones. As the name says, smart phones are capable of many functions which the simple mobile phone can't. We can consider a mobile phone as a smart phone only when it has an operating system like computer, we can access internet and typically it has many functions similar to a computer. Playing animated games on smart phone is also gaining momentum. Various applications and software are available in the smart phones.

The mobile phone industry is growing at a faster pace in India. There are lot of innovations taking place in the smart phone segment. We are seeing some smart phones which are capable of detecting retina movements or your finger prints. Around 220 million users in India are using smart phones surpassing the US market. Most of the global smart phone brands are available in the Indian market. (<http://www.thehindu.com/news/cities/mumbai/business/with-220mn-users-india-is-now-worlds-secondbiggest-smartphone-market/article8186543.ece>).

With the introduction of Make in India, BHIM app and Digital India concepts we are expecting more in the smart phone segment. In the coming years we will see more advanced feature enabled smart phones. Advanced technologies like Augmented Reality (AR), flexible screen, 3D screen, in built projector, water proof and other new technologies will be found in smart phones in the coming days.

Mobile phones are considered as an important mass media tool with its wide database and exponentially growing usage. Mobile phones have become the fastest and one of the economic modes of generating awareness. Educational institutions, real estate, new product launch, exam alerts, insurance and banking sectors etc. are highly appreciating and using the mobile services for branding and advertising. ‘Moblogging’ or mobile phone blogging is another trend catching today. Photo sharing and instant publishing are possible through the smart phones.

1.4.11 CONTENT/NEWS AGGREGATORS

A content aggregator or a news aggregator is an individual or an organisation that collects content or news from other sources and provides on demand content to the users. It is basically a website which collects news stories and headlines from other websites and distribute to the readers. The concept of aggregator has got its popularity recently. Various websites are engaged in the content aggregation segment. Google is the perfect example of content aggregator. These websites are focusing on presenting news in a more customised and user centric ways. News items are made or tailored as per the requirements of each individual.

Along with websites, apps are also coming up in this segment. Google News, Huffington Post, Daily Hunt are some of the examples of news aggregator app. News aggregators are providing links through the headlines to know further about the story. News aggregation is not a new concept in the field of journalism. The role of a typical journalist is to select news and to present it to the public. But what we see today in the news aggregation segment is that the increase in usage of visuals, social integration, personalisation of news content. Now the reading experience with the aggregators has been added with viewing and listening as well.



Check Your Progress:

1.1 What is Emerging Media?

1.2 What are the various types of Emerging Media we are seeing?

1.3 How are smart phones different from mobile phones?



UNIT – II: CHARACTERISTICS OF EMERGING MEDIA AND STATUS

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Characteristics of Emerging Media
- 2.4 Status of Emerging Media
 - 2.4.1 Past, Present and Future of Emerging Media
- 2.5 Conclusion

Check Your Progress

2.1 LEARNING OBJECTIVE

Here in this unit, students will be able learn the different characteristics of emerging media that have attracted the attention of the masses around the globe. Having already learnt about the various types of emerging media, you must be thinking about their status in the present era. The knowledge on various emerging media and their characteristics are very essential. We all are using one or the other forms of emerging media in our day today lives. Let us have a detail discussion on the characteristics and status of emerging media.

After successfully completing this unit, students should be able to:

- Define the different characteristics of emerging media
- the past, present and future of various forms of emerging media

2.2 INTRODUCTION

In Unit-I, we have already discussed various types of emerging media which we are using at present. We are seeing various innovations brought by digital technology all over the world and especially in India. Traditional media houses have already started

incorporating the digital technology into their set up to keep abreast themselves. Indian media houses have also followed the same trend. In this Unit, we will gather knowledge on various characteristics of emerging media and their respective status. The whole media industry has witnessed a drastic change with the introduction of internet. Digital technology is providing new experience to the viewers' community. We shall also discuss about the present status of these emerging media not only in India but across the globe.

2.3 CHARACTERISTICS OF EMERGING MEDIA

Different elements of communication process are playing active role to make the process an effective one. Media, an important element too has played its role in the human society. Starting from the era of stone carving to the present era of internet, media has played an important role in communicating messages to the masses. Whether it is oral or written communication, communicator has used different media to reach the target audience. The digitisation of the communication system has brought a number of media which are known as emerging media into the forefront. The word emerging media is the new buzz word. To have a clear understanding on emerging media let us have a look on the characteristics of emerging media.

2.2.1 NEWNESS

Emerging media is also known as new media. Newness is the most important characteristic of emerging media. Emerging media is an umbrella term under which there are various types of media available in the market. Any new medium or media available in the market to send information to the receiver is known as new media or emerging media. Various forms of emerging media available in the market are either new or they are the advanced version of their predecessors. This newness in emerging media provides new communication perspectives.

Though Podcasting or Virtual Reality are there in the market for quite some time but what we are using now is technologically advanced from the earlier versions. We are seeing new avatars of these media every now and then. These new forms of emerging media have been able to influence the masses with their newly added functions. If we will take the example of smart phones, each and every day we are seeing a new

variety of smart phone with several new features which we have not seen or used earlier.

In the social media platforms also we are witnessing mushrooming of applications. Couple of years ago we were using social media website Orkut, after that when Facebook came; people shifted their attention to Facebook. Now Twitter and other micro-blogging sites are creating sensation among the masses. So keeping the changing interest of the consumers in eye, these emerging media are also bringing new forms or content with the help of digital technology.

2.2.2 INTERACTIVITY

You must have heard the word “interactivity” several times while using computers. Interactivity comes from the word interactive which means to influence other. Interactivity is an important feature of computer. The computer has the capacity to influence the human being. Computer is an integral part of emerging media. Therefore interactivity is an important feature of emerging media. Emerging media is interactive in nature. It is the responsibility of the communicator to actively engage the receiver in the process of communication. Here feedback from the receiver is also important. The receiver can comment and give suggestions at any point of time during the process of communication.

Therefore various media forms are adding interactive features in their websites. Through interactive video media houses are getting feedback from the users. While sharing information the communicator is interacting directly with the end user. The interaction is taking place through pop-up windows, online prompt queries or online forms. There are also options available to create users’ own on demand list. The providers are keeping eyes on the interests of their customers. The direct interaction between the content provider and users has helped them to get instant feedback. The traditional water tight compartment between the journalists and the readers or viewers has been blurred to a great extent. Those who were considered as the end user of media are now actively creating message to share among others. Now the media houses don’t have the monopoly over news content. The readers can get their content as per their requirements. And hence provides better experience to the content users.

2.2.3 INNOVATIVE AND EVOLVING

The emerging media possess the characteristic of innovativeness. Technology and innovations are interlinked with each other. New ideas, new technologies are always accepted by the masses. Now people are open to adopt new products, services and new technologies. Unlike earlier days, users love to accept challenges and take risks. Media industry is also open to adopt new technologies. New methods, processes and ideas are generated and integrated by the media houses. We are witnessing rapid technological eras. The social media is a powerful tool in the hands of content generator to connect with their target audiences if used properly. Digital technology is considered as a game changer starting from High Definition television to social networking sites. High quality, feature rich visuals and Dolby digital sounds are some of the add on into the latest offerings. The video gaming consoles are offering never before experience to the players. These are some of the offerings from digital technology.

2.2.5 REAL TIME AND FASTER SPEED OF COMMUNICATION

Emerging media provides real time message or content. Real time means the actual time with which a process takes place. It also means the time at which certain thing takes place is accessed by others at the same moment. When we input any data, the output occurs at the same time. When the content is produced it is immediately available for the consumers indefinitely. Application of digital technology in emerging media has led to faster delivery of content to the consumers. While visiting an interactive website, you must have noticed that after entering our queries and clicking on the submit button we get instant response.

Information travels at a faster speed with advanced technology in place. The process of human communication has been evolving from time to time. The introduction of computer and internet in the media industry has resulted faster speed of communication. Email, chat, instant comments on Facebook to Tweeter are the add on in this faster world. Technology is an integral part of communication in the present context. Within minutes of uploading of any photo or video, we are getting updates on our phones or tabs about the number of likes or shares. Journalists are getting the breaking news stories within seconds or minutes of the event through various social media websites.

By living in the other side of the world, we are getting information within fraction of seconds on what's happening in the other side of the world.

2.2.6 CUSTOMIZATION AND PERSONALIZATION

Customisation means to offer anything according to the preference of the individuals while personalisation implies to meet the requirement of a person and to give him or her utmost satisfaction. The emerging media players are providing contents keeping the interests, requirements and habits of their customers in mind. The individual desire and preferences are given importance. If we want to access a particular kind of audio or video we can provide our preferences on the website. And the content providers are always ready to serve us. Localised contents are in demand. Content generators are thus customising the content by tracking the habits of the users.

To give utmost satisfaction out of the viewing is the primary concern. Personalisation helps the media owners to cater to specific demand of the viewer. You must have noticed in the internet while searching for something on the search engine or checking updates on social networking sites, you are served with local contents. The advertisements on your personal page of any networking site also are based on your interest. Different viewers are served with different contents on the same page. Both of these characteristics provide the user enhanced experience with little effort from them.

2.2.7 NEW WAY OF PRODUCTION, DISTRIBUTION AND CONSUMPTION OF MESSAGE

The way we are generating, producing and distributing content has been changed. The traditional media are less flexible as compared to the emerging media. They can't produce and disseminate on demand message as fast as the emerging media can. They even were not in a position to cater the individual needs. Earlier we have seen their monopoly in providing news and information. With the digital technology in place, the entire media production, distribution and consumption system has been reinvented. Now the viewers can generate content and upload it to distribute among the masses. There is no difference between message generators and consumers.

This is the key point in 'citizen journalism', in which the citizens act as journalists and disseminate news and information. Some instances have shown that news on a particular

event or accident has been covered by the local people much earlier than by the professional journalists. Professional journalists and media houses these days are keeping watch on social media to track and locate such events and issues. It is some sort of role reversal when it comes to news reporting and reception.

2.2.8 VIRTUAL AND MOBILE

Another interesting characteristic of emerging media is its ‘virtuality’. Virtual means everything is not present in the physical terms. The computer mediated communication provides a new kind of experience in the virtual world. In the virtual world nobody sees the other person’s physical presence. The software and hardware enable us to connect with the outside world without knowing their whereabouts. With the help of computer we are creating realistic images, sounds and other sensations that feels us as real world. In the virtual world we are connected with each other in an online environment.

The virtual technology has its applications in various types of emerging media. In the virtual world members felt as if they are living in a community. When we are gossiping with a friend living in a far distant place in a chat room we feel just like we are sitting together. You must have played video games. It is the perfect example where virtual reality has been applied. When we are playing video games, the animated games make us feel like we are riding the bike or car when playing racing game in a video gaming console. Posting comments on Twitter and Facebook on any issue is also another example of connecting with the virtual world.

Unlike traditional media, the new media possess the characteristics of mobility. You can exchange, share and generate content during any point of time, wherever you are and whatever you are doing. If you are reading a news story or a feature through your smart phone you can comment then and there in the comment box. For example, we can check weather updates while driving our car through our smart phones. While sitting at home, the students can take online classes through e-classroom facilities. You can listen a podcast or watch an interactive video at any point of time and at anywhere also.

2.4 STATUS OF EMERGING MEDIA

After discussing several characteristics of emerging media, it is essential to know the status of emerging media. Emerging media is evolving from time to time. Digital technology has played an important role in the process of adoption of emerging media. Some emerging media like Virtual Reality, animation tools and Podcast are there in the market for couple of decades. While some others like interactive websites, social media, physical-digital integration are latest innovations. 3D animation has taken the place of 2D animation. Digital modelling was also in use since post world war. But what we use today is the advanced version of these technologies. Let us have a look on the past and present status of the emerging media. We will also throw some light on the future prospects of emerging media.

2.3.1 PAST, PRESENT AND FUTURE OF EMERGING MEDIA

Mainstream media, especially print has a long history. The printed word has around 600 years of history. With Johannes Gutenberg's printing press we saw the printing matter on paper. Printing was started in India in 1556 in Goa. It was James Augustus Hicky, who started the first English newspaper "Bengal gazette" in 1780. Radio broadcasting in India was started along with several other countries of the world during 1920s. Television came in 1959. Then the internet came to India. Internet was made available in India in mid-1990s. You will be able to read details on the history of internet in the next block.

Emerging media operate on the foundation of the traditional media already in use along with the Internet platform. It provides more interactivity and flexibility than mainstream media. Though we are acquainted with websites and using it for the last couple of years, but the websites of today are totally different. They have more features than their earlier versions. The users are feeling more comfortable to access contents. They can interact with the content. The interactive websites asks the users to participate in the content generation process. User friendly environment with lots of interactive features help them to operate easily.

Earlier the social media networks are filled with static contents. Now the focus is on real time contents. Visitors want instant updates. Media audience no longer depend on

the breaking news of television channels. Rather they see their Twitter page or Facebook page to get updates or live coverage of any event. This is an important reason behind the growth of social networking sites as well as the huge user base. We are also seeing convergence of media as another important trend. The various types emerging media have converged with one another. Virtual reality, social media platforms, podcast and digital modelling etc are converging with each other to provide new user experience. YouTube has collaborated with spatial audio to provide better sound experience to its visitors in 2016. While accessing content from these platforms the users are getting never before experience at the real time.

2.3.1.1 SMART WAY TO COMMUNICATE

The increasing usage of smart phones has fuelled the growth for social networking sites. As per a report by the Counterpoint Research published on the online edition of The Hindu on 3rd February 2016, India is the second biggest smart phone market with 220 million users. As far as the Indian market is concerned, the young and technology savvy population is increasing at a high speed. In its January 2016 report on Future of Digital Content Consumption in India, Ernst and Young (E&Y), a research firm, pointed out that the Indian digital media segment is set for disruption with growth expected to reach INR 200 billion (INR 20000 crores) by 2020 with digital ad spend expected to grow at 23-28%. As per the same report of E & Y, it can be expected that mobiles would be one of the most important platforms in gaming, garnering a 54% share of the total Indian gaming market by 2020. Though calling is the basic purpose of owning a phone but we are browsing internet to get latest updates, listening music, watching videos, getting weather updates, playing games and other works. In the coming days we will see more applications of smart phones.

2.3.1.2 VIRTUAL WORLD

The concept of virtual reality was introduced in the year 1968 (Wikipedia) by Ivan Sutherland and Bob Sproull. But the concept gained its importance only when the social media platforms use it to provide rich user experience. Hardware providers such as HTC, Samsung and Playstation etc., are manufacturing virtual reality headsets. These headsets are used by the users to realise the experience of virtual reality. The

video gaming industry to media, education, engineering, architectural design industries are using this technology. The year 2016 has seen a good growth in the virtual reality handset market. At present, virtual reality provides experience based on avatars. But in future, with advance in the virtual reality technology it may happen that the communication will be natural and realistic. According to Goldman Sachs Global Investment research report of January 2016, the total addressable market for VR/AR (virtual reality/augmented reality) in 2025 would be around \$35 billion for software and \$45 billion for hardware. Video game and video entertainment will be a major revenue generator among various other sectors where virtual reality will be used. In India the video gaming industry will be the most sought segment to watch for in the coming days.

2.3.1.3 ERA OF INTERACTIVITY

Internet has seen two major trends among its users. One is the increasing time spent on internet and second one is that, though people are spending lot of time on internet but their average time to read an article or to watch a video has been reduced. As per the report of E & Y, January 2016, the average length of video viewed in India is less than 20 minutes. Instead of television, people now prefer to watch the content on their tab, smart phone or desktop screens. Therefore the media companies are moving into digital format. The internet penetration in India is increasing day by day and spreading its base towards rural population. As per the report, the digital video viewer in India is around 110 million in 2015. Interactive video has been used hugely by the digital video advertisers. Online advertisers are targeting the visitors through interactive online advertisements. Interactive video has multiple applications in the present age. According to Deloitte Analysis report, there were an estimated 27 million online music users in India in March 2015. The number of online music listeners is expected to grow to 273 million by March 2020. This is the result of demand for music at anytime and at anywhere.

These on demand video and audio services will drive the market for other emerging media in India. YouTube, Gaana, Saavn and various other players are offering their services in this segment in India. As per the same report of Deloitte, There were 31.9 million unique online video viewers in India in March 2011 who watched 1.86 billion

videos; this number of online video viewers increased by 69% to 54 million in March 2013 who watched 3.7 billion videos. This number of online video users is estimated to have crossed 200 million by the end of 2014. Though the online video and audio data consumption is on the rise but the main concern is the connection speed. With the availability of 4G technology we are expecting to solve the problem to some extent. Online education or e-learning is another sector which will also drive the demand for interactive video in the coming days.

Though podcasting is here for the last couple of decades, but the market for podcasting is very fluctuating. Especially with the innovation taken by the Apple Inc and some other companies in this segment, we are again seeing the up surging market for podcasting. Every alternate day we are reading news on various applications developed by the podcasters to attract the attention of their user base. With the increasing speed of internet in India we are expecting more in this media form. Innovations going on in the field of podcasting will also be the driving force behind the adoption of this media.

2.3.1.4 PERSONALISATION AND SOCIALISATION OF NEWS

The monopoly of news organisations has almost come to an end with the coming up of internet. Now the news reader decides what news he or she wants to read or view. As per the requirement of the readers or viewers the news organisations are customising the content. Now a day contents are more personalised. Dedicated sites are designed to cater to the need of the single users. The viewers have full control over the news. They are asking the kind of news they are really interested to read. The importance of the news is determined by the people not by the news organisation or Editor. People also decided the relevance of news.

News has become more socialised. Breaking of news is happening more on social networking sites than on mainstream media. There is a divide between the awareness of the event and report filed the journalists. Netizens are the journalists. Even journalists are getting news from personal blogs or Twitter or other sites. Citizen journalism has popularised the concept of socialisation of news. Today, anybody can be a news maker. You can simply post information on the interactive websites or on any social networking sites. For example, the earthquake happened recently in Delhi was reported

first on social networking sites just within few seconds. Later it was covered by the television channels. This shows how people are hooked with the social networking platforms.

2.5 CONCLUSION

Every year we are seeing the addition of more and more media forms in the emerging media segment. These forms of emerging media are also witnessing good number of adoptions. Every year lakhs of people are joining the digital revolution. To cater their demand the content providers are also bringing new offerings. The vast young population in India is fuelling the growth for all forms of emerging media in India. The traditional media houses are also transforming their system to retain their audiences. The tough competition among service providers have resulted in better option for the users. Audio and video industry in India is moving entirely towards digital content. Gaming industry is creating lot of opportunities for both the users and providers. Video and audio streaming has emerged as an alternative choice before youth. Emerging media therefore have created a market for online advertisers. The content generation landscape is changing so also the nature of audiences. The generators are looking exclusively into the personalised demand each consumer. They are therefore customising the content as per individual requirement.

Evolution of digital media has significantly affected the entire media industry. They have changed the way we interact, connect and express. Emerging media will not be going to affect the traditional media outlets; rather it will create more opportunities for both the media owners and for the viewers. The users now have multiple options before them to experience new things. In order to cater the diverse demands, media outlets are either adopting these technologies or integrating it into their existing systems. Most of the media houses are now adopting consumer centric approach. In the digital media platforms we are seeing more visuals and less text. The future of media industry is evolving towards convergence of digital technologies with various media forms.



Check Your Progress:

2.1 What is Interactivity ?

2.2 WWhat is digital technology:

2.3 How are smart phones different from mobile phones?



UNIT – III: EMERGING MEDIA AND MAINSTREAM MEDIA

3.0 UNIT STRUCTURE

- 3.1 Learning Objective.
 - 3.2 Introduction
 - 3.3 Mainstream Media
 - 3.4 Functions of Emerging Media
 - 3.5 Relationship between Mainstream Media and Emerging Media
-

3.1 LEARNING OBJECTIVES

We have discussed briefly the characteristics of emerging media and its status in the previous unit. This unit will throw light on the mainstream media, functions of emerging media and the relationship between mainstream media and emerging media. With the coming up of digital technology, the entire news writing/making and distribution process has been changed. The people are witnessing a new kind of news experience. In this unit, students will be able to learn

- To outline mainstream media
 - Various functions of emerging media
 - Relationship between mainstream media and emerging media
 - Similarities, differences and convergence of mainstream media and emerging media
-

3.2 INTRODUCTION

Mainstream media has able to establish its position in the society by discharging its functions. Whether it is informing or entertaining the audience both the print and electronic media have able to live up to the expectations of the public. The introduction of internet into the media industry has brought new experiences for viewers. The taste and preferences of the media users have also changed. In order to cater to the changing demand the mainstream media has started integrating emerging media to provide better experience. The traditional print media such as newspaper and magazines have made

their online presence. Television channels have also started using 3D animation and interactive videos to provide rich experience to the users. The emerging media has also been able to discharge its functions such as providing fast and flexible information, innovating new ideas, instant interactivity and others. In this unit, we shall have a thorough discussion on various functions performed by emerging media. We will also learn about the relationship between emerging media and traditional media.

3.3 MAINSTREAM MEDIA

Mainstream media (MSM) refers collectively to the various news media that influence a large number of people and both reflect and shape prevailing currents of thought. The traditional media such as print and electronic media is otherwise known as mainstream media. The print media is the oldest form of mass media. The term mainstream media became popular after the invention of internet which is otherwise known as new media.

Printing came to India around 16th century. People in India read the first newspaper with Hicky's Bengal Gazette in 1780. After this, many regional and national newspapers and magazines were published in India. Indian newspapers have also contributed immensely during freedom struggle. Once upon a time radio was considered as the most effective medium though it has lost its listenership base. All India Radio has actively participated in the process of development in India during post independence period. With the coming up of television, radio has lost its charm in India. But now radio is slowly regaining its lost popularity with the introduction of FM channels. Mobile phones are now equipped with radio. This will to some extent fuel the growth of radio among the mobile phone users.

Television came to India at a later stage in 1959. It got popular during the Asiad games in India. Due to its popularity, television has been considered as the most important and effective medium till the introduction of internet. The SITE and other agriculture and education based programmes of Doordarshan had a large impact on the Indian audiences. Films also considered as a form of media which has lots of impact on the masses in India. Films in India decide the life style of the masses. Therefore, mass media has played active role in shaping the economy, sociological structure and political system of this country.

All the forms of mass medium have very common and important functions. They inform,

educate and entertain the masses. Apart from these three functions mass media also does several other important functions in the society such as persuasion, surveillance, interpretation and socialisation. We have seen the role of mass media in transmission of cultural values. Mainstream media has been able to perform its functions aptly in the democratic set up of every country in the world. The large conglomerates in the news industry have been able to influence the ways people got information. But with the emergence of internet and computer, the dominance of mainstream media has been at a stake. The passive news receivers became new creators and are actively participating in the news making process. This has created the concept of citizen journalism.

3.4 FUNCTIONS OF EMERGING MEDIA

We have already learnt the meaning and characteristics of emerging media in the previous unit. Now it is important to know what exactly the emerging media is doing for the society. Therefore in this section we will discuss various functions of emerging media. Emerging media just like the mainstream media disseminates information, educates the masses and entertains too. The emerging media allow users to filter, share or generate and store messages as and when they think to do so. Lets us have a look on these functions along with some other functions.

3.4.1 FASTER AND FLEXIBLE INFORMATION

The existence of all types of media revolves round information. Emerging media also disseminates information but in a faster way. Internet penetration around the world has made the communication process faster. We can access information as and when we require it. As per our requirements we can ask for information from the service providers. Therefore they are customising the content keeping an eye on the personal demand of each individual. We can get the content in our smart phones or laptops or tablets. Video streaming is an example of flexible information. We can stream music only or a particular scene instead of the full movie.

The emerging media outlets are flooded with customised information at a faster speed of delivery system. They are connected with the users through their social media by sending personal messages. The message is generated not for common audience but for specific audience. By clicking a button on a webpage we retrieve our information within fraction of minutes. They are giving us the real life experience through the use of 3D animation, virtual reality and digital modelling while disseminating messages. The

emerging media provides a faster and easier information delivery channels.

3.4.2 INNOVATING NEW IDEAS

Innovation is one of the important characteristic and also a function of emerging media. Every day we are using new forms of media. Hence new ideas are infused into the communication process. Whether we are talking about animation or video and audio streaming or be it interactive website, we always experience new features and applications. Most of the forms of emerging media have rich features. The service providers are always innovating something new to attract and retain the customers. The question of monopoly is less as compared to mainstream media. In order to sustain in the highly competitive market, the media owners are looking into exclusive content to keep engage their customers. Due to instant feedback and transparent system service providers are responding quickly.

The technology providers as well as content providers are bringing innovations to the existing systems. The characteristics of modern audiences are far different from the traditional audiences. All most all are using one or the other digital platforms to access information. The digital media landscape is changing very fast. Multiple media formats in the market are always vying for audiences' attention. You must have noticed that while providing audio and video streaming files, they keep a constant eye on what kind of songs or videos you are looking for. By seeing you past record they are sending those files to the individual customers. They are constantly innovating with the existing medium or are bringing new medium to provide new experiences to their customers.

3.4.3 EXECUTING ACTIONS DIGITALLY

Along with innovations, content providers are executing their customers to do many things at a time. In other words, we can say that execution is done through actively engaging the users in various media formats. Most of the emerging media uses digital technology. So here every user is asked to do every action digitally. While watching a video on YouTube or any other website, you may be asked to fill up a form or may be given other options which may interest you. In order to hook up the visitors and stay for a long, websites are going for various engaging techniques like tagging, easy to use content, instant posting of videos or photos, offering contests, use of infographics and others.

Instead of texts, emerging media is using more visuals with linkages to ask them to do certain works which may interest them. Compelling languages are used more to execute the actions. Starting from the click through links to design models or to upload a video is done through the use of digital technology. The best part of emerging media is that it gives easily understandable instructions to the users to perform certain actions both online and offline. Instant messaging system, offline messages, posting of user generated content are some of the features of the emerging media which makes it way ahead than traditional media.

3.4.4 SOCIALISING THE MASSES

Socialisation is a process by which human being learns to live in a larger society. It helps to strengthen the level of interpersonal relationship. The emerging media helps the members of the society to socialise among themselves. Unlike mainstream media, it helps the users to maintain social relationships, to share information, knowledge and ideas. The traditional media doesn't have the capability to establish contacts directly with the audiences or readers. The readers or viewers are unaware about their fellow readers or viewers. Apart from the networking sites, forms of emerging media like smart phones, 3D animation and interactive websites are doing their part to bring the user community closer.

The various emerging media forms are acting as agents of socialisation process. Socialisation function of media is helping the online communities to reach a larger digitised world. The use of 3D animated images and videos, digital models and smart phones are providing a reliable, easy to use, accessible and flexible way to communicate with others. A smart phone can alone help you to interact with the whole world.

3.4.5 INSTANT INTERACTIVITY

Instant interaction is one of the most important functions of emerging media. To communicate with the audience and to act promptly on their requirements makes the emerging media most popular in the present context. User generated content and instant feedback are two notable features of emerging media that makes it different from mainstream media. The users have very rare chance of interactions among themselves and also with the media providers in case of mainstream media.

Unlike mainstream media, here each user is given personal attention. Instant interaction means the users can promptly interact with the content generators as well as with

other fellow users. This instant interaction helps the process of communications and thus shapes public opinion. It also provides privacy to the user even during public interaction. You must have noticed recently that Facebook has introduced online live and recorded video service. These videos are asking for instant comments or feedback from us. Virtual form of communication is now an integral part of human communication. In the online platform instant interaction saves lots of time, cost and physical movement. It also provides an instant forum for discussion on any burning issue.

3.4.6 ENCOURAGES INDIVIDUAL CONTENT GENERATOR

Various forms of emerging media have created a new segment of content generators. Now every individual could be a generator of content. Software and other tools to access internet are easily available. Anybody interested to create either video or text or images can create and upload it through internet. The concept of citizen journalism has been so popular that traditional media houses have open their doors for them. You can send or upload a video if you have a smart phone with you. We can also type a story and can upload it in a website from our home. Some of the students of journalism are managing website from their desktop or laptop. Some basic Content Management System (CMS) software are also available free of cost on internet. This CMS is used to upload and manage content for a website.

As students of journalism you must have your personal blogs. While writing texts and posting it on your blogs you can also create 3D animated videos or digital models to make your text livelier. Your followers can get a rich visual experience by visiting your blogs. You can create podcast of a live music concert and upload it with the help of internet too. Now anyone can become an information publisher which was earlier restricted to few. There is no boundary or limitations to it. If you are residing in a different part of the globe but you can participate in the message generating and publishing process in some other parts of the globe. That's the charm of the emerging media in the present society.

3.5 RELATIONSHIP BETWEEN MAINSTREAM MEDIA AND EMERGING MEDIA

In the present age media is considered as the most influential aspects of our lives. As students of journalism, you must be reading newspapers and watching news on television. When 24/7 news channels came, people were of the opinion that the newspapers

would die down. Even after facing tough competition from television channels as well as from fellow newspapers, the print media had been able to survive. The print media has not only survived but also transformed and innovated new ideas to cater to its audiences. It has also been able to serve the society with apt content. Newspapers have brought innovations in the way of introduction of colour, changes in page design and others. In the same way, when internet came, some critics pointed out that people can now read news from websites. Therefore news channels are going to face the heat of declining viewership. Simple news dissemination is not enough for the viewers or readers. They are expecting to choose what they want to read or know, they want to contribute and form their opinion in the society too. This is not the death of mainstream journalism rather this has given an impetus to the mainstream media to innovate themselves to provide better services. Therefore the mainstream media houses have started integrating technology into their existing system. They also want to remain abreast from their competitors.

All newspapers now have their online publications. The television channels are also not lagging behind. They have started uploading videos as well as text messages in their websites. Everyone wants to be present online. We now prefer to watch news on our phone instead of turning on television. Phones are now much nearer to us than a television set. The mainstream media organisations are utilising every form of emerging media to attract the attention of the users. You must have seen that television channels are using animated graphics to explain an event clearly. Though both the mainstream media and emerging media are working closely but they have certain kind of similarities and differences. Let us have a look on the similarities and differences existed between them.

3.5.1 SIMILARITIES BETWEEN THE MAINSTREAM MEDIA AND EMERGING MEDIA:

The primary function of the media is to inform, entertain and educate. The age old print media industry has been able to meet the ever growing demands of the readers. Newspapers and magazines of black and white era to the present forms of glossy and colourful papers have been able to provide all kinds of news to the masses. From black and white television news broadcasting to the present age of colourful channels with 24/7 news are also catering to the information hungry audiences. Be it the traditional

media or emerging or new media, their primary job is to inform the society about the happenings. Both the forms target the masses.

More and more numbers of users are accepting emerging media technologies. They are joining the bandwagon either to interact or to collaborate or to contribute or simply to access information. Every form of media is trying to get the attention. The emerging media just like mainstream media informs, entertains the masses and persuades the masses. They are also critical to the development of many areas. Mainstream media are popular for their predictable form and content. Both the forms of media target the masses.

3.5.2 DIFFERENCES BETWEEN MAINSTREAM MEDIA AND EMERGING MEDIA:

Emerging media has become an inseparable part of human being in the recent time. The mainstream media is dependent on the emerging media to keep abreast of the competition in offering services. Mainstream media is considered as the most trustworthy and reliable. We can trust on a newspaper or a television channel while accessing news. But we can't rely on a blog or a website and raise questions on its credibility while reading news or accessing information. Emerging media has an edge over mainstream media for its flexibility and accessibility.

If we want to make a 3D animated image or video we can simply download the free software available on the internet to a desktop and can prepare it. Mass media has been able to provide content what the majority of the population want to hear or read. Therefore it is known as the mainstream media. It has also been able to form public opinion from time to time on specific issues.

Due to its capability to create and distribute the content easily, the emerging media is becoming more popular than the mainstream media. There are easier channels available before the audiences to get the news either through their smart phone, tab or iPod. Digital technology has been considered as the major factor in influencing the emerging media. Therefore mainstream media houses are integrating digital technologies into their process.

Most of the forms of emerging media are available free of cost. But the gateway to opt for emerging media depends on internet. The speed of internet and the device to access internet are very important. The internet speed is a major concern in India.

Whether we want to see a streaming video or want to listen live concert or want to design a model we should have a faster internet connection. The emerging mass media functions in the same way as mainstream media functions but takes the help of digital technology. Digital devices play major role in discharging the functions.

Sr. No.	Mainstream Media	Emerging Media
1.	Newspapers and television channels are highly credible and we can trust them.	Various forms of emerging media are less trust worthy or everyone raises questions over the credibility of news published on websites.
2.	Television or newspaper journalists or contributors can't interact with their audiences or readers. Mainstream media organisations are not getting instant feedback from their users.	Content providers in case of emerging media can interact with their target audience instantly. Instant feedback is an important feature of this media.
3.	The readers or viewers can't get old news easily. They have to go to any archives or library to get old news.	It is easier for the viewers to search old news and videos with just a click of a button.
4.	News is presented to the reader in a conventional way.	News is presented to the viewer in an interactive manner.
5.	The reach of newspapers and television channels is restricted or limited to certain geographical area.	The reach of this media is not limited to any geographic location.
6.	There is no flexibility in getting news in case of newspaper. But with 24/7 news channels people are getting little flexibility in accessing news.	This medium is more flexible and easy to get information either through text, video or voice at any point of time.
7.	The accessibility of news is not so easy. There is no such facility to guide users to access information.	The users are guided in every step to access information. Be it watching an interactive video or podcast, even a small child can access it.
8.	Information once published on newspapers or broadcast on television can't be changed.	Content in any stage can be changed, if any error noticed. Even after published you can edit and repost it.
9.	Messages generated and produced by the mainstream media are costlier.	Here content generation and distribution processes are cheaper.
10.	Mainstream media have limited options to tell a story to the target audiences. (e.g. text, image, visuals and sound)	Emerging media uses several forms to tell a story to the audiences. (e.g. video, animation, text, visuals, images,

3.5.3 CONVERGENCE OF MAINSTREAM MEDIA AND EMERGING MEDIA

Both the mainstream media and emerging media have their own way of functioning. Despite several differences both the media are functioning in cooperation with each other. Introduction of social media has already brought revolution in the news industry. Independent journalism with more transparency and instant feedback are the latest offerings of media industry.

Information dissemination is the primary function of the media to the society. It is now a shared experience. The relationship between emerging media and mainstream media is an integrated one. Whatever may be the improvements brought to the sphere of emerging media, mainstream media can't be ignored. The emerging media can't replace the mainstream media rather it will help to serve better in a more efficient way to the society. We can call it as the convergence of media. Convergence means when different forms of media come together to create a new media. Convergence of media helps to cover news and distribute it across multimedia platform. The best example of convergence media is internet and social media. Starting from voice and data services to internet to broadcasting services to graphics and images are packaged into a single offering. Mainstream media is taking the help of emerging media to increase their audience base.

In other words we can say that media companies are providing more features with less space and time. Different technologies are integrated into a single device. For example, if you want to post a story that already has published in the news paper, you can republish it online with extra information added. You can also add animated images or interactive videos with the text. With technological innovations happening around the world, journalism has touched a new height. You can change a simple story based on text and image into an interesting news piece with lots of interactive features.

Journalists from mainstream media are taking the help of emerging media to source news and to distribute it among their audiences. With the advent of internet, the concept of deadline has changed. Now every minute or second is a deadline for journalists. The concept of interactivity and instant feedback are playing prominent role in the news industry. With blurring of geographical boundaries, the source and target audience are not restricted to limited locality. The new digital communication technology has

changed the way we live and the way we perceive our culture and consumption of news. Consumers are also ready to get the taste of multimedia technology. The delivery system of digital technology at any time and at anywhere has enhanced the consumers' expectation.

But here we can point out that the coming up of digital technology has not implied the death of our age old mainstream media. Rather it has enhanced their offerings. Digital technologies coexist with the mainstream media to satiate the demand of the present age consumers. Mainstream media has its own niche and will also exist in the market place to offer its services. We can say that the relationship between the two forms of media should be a convergent one rather than a competitive one. Here by convergent we mean convergence of communication, entertainment and computing industries. There is also convergence of data, voice and video on a common infrastructure. The convergence of media, telecommunication and information technology has been successively using digital technologies to offer services on an international or global scale. Now we are living in a society where everyone can be a news broadcaster.

The emerging mass media has been able to form a political economy of the information society where we are members. Just like the mainstream media, it has been also able to cater to the increasing demand of the user but at the same time with enhanced features. With the presence of emerging media around globe the structure, process, values and ways to conduct business in the entire media industry have also changed a lot. It has brought human interaction to a new level. The emerging media with the help of mainstream media has been able to lessen the communication gap between different groups. A well designed and implemented emerging media will definitely going to help the users in the coming days to quench their thirst for information. Information hungry customers can get a lot of help from the proper use of emerging media.

3.5.4 Challenges from Emerging Media

It is very imperative to discuss the challenges audiences should face from the emerging media. The development of mainstream media in India has a huge impact on the Indian society. Just like traditional media, the emerging media will have some serious impact on our society. The usage of emerging media mainly depends on the speed of internet which is a great concern in India. Though we have moved from 3G technology to 4G technology but we have not fully utilised this technology. Other important issues we

are facing or will face in the future are excessive manipulation, threat to privacy, security concern, serious ethical breach and others. While sourcing information from a website we are not sure about its authenticity or credibility. Sometimes you must have heard or even some of you may have faced hacking of your email id or blog. This is a serious concern for all of us. Applying old values of mainstream media to the emerging media is a serious threat. There are also questions raised on the journalistic integrity and content reliability and leakage of secret information. Though the opportunity for the providers to reach millions at anytime and at anywhere brings more revenue but at the same time creates lots of problems too. Last but not the least is that a digital technology can fail at any moment. So we have to be very careful while using any upcoming technology.

Check Your Progress:



3.1 How is emerging media different from mainstream media?

3.2 Point out the various functions of emerging media ?

3.3 Explain the convergence between mainstream media and emerging media?



UNIT – IV: HOW JOURNALISTS USE EMERGING MEDIA

4.0 UNIT STRUCTURE

- 4.1 Learning Objective
- 4.2 Introduction
- 4.3 Emerging Media and Journalists
- 4.4 Reporting and Editing with Emerging Media
- 4.5 Benefits of Emerging Media

Check Your Progress

2.1 LEARNING OBJECTIVES

In the previous unit, we have learnt about the difference between emerging media and mainstream media. Students have also read about various functions emerging media is discharging in the present society. In this unit we will be discussing about the relationship between emerging media and journalists. Emerging media is now considered as the vital source for a journalist. Journalists are using emerging media not only to update themselves but also to provide new experience to their readers and audiences. After completing this unit, the students should be able to explain:

- The relationship between emerging media and journalists
- The emerging role of journalists in the information age
- Benefits of emerging media for the journalists

4.2 INTRODUCTION

In unit-3 you have learnt about the relationship between mainstream media and emerging media. By now we have good idea on emerging media, its characteristics and functions it is doing for the information society. The time has already come when the mainstream

media is taking the help of emerging media to offer variety of services demanded by their customers. At the same time emerging media is also making use of mainstream media to satiate the ever increasing demand for news by the technology users. Digital technology has been integrated into the emerging media to give rich media experience to the users. Social media is taking the major chunk of time of individuals in the present era. Mainstream media houses have also felt the need for their online presence. They have shifted from analogue technology to digital technology. The entire news making and distribution process has been digitised. We are seeing the increasing usage of animated images and videos in the news content.

4.3 EMERGING MEDIA AND JOURNALISTS

The introduction of computer in the newsroom has changed the way journalists were working. With desktops and laptops at their disposal the news writing and distributing process have witnessed lots of innovations. In order to survive in the highly competitive world, the media outlets have started focussing on consumers' tastes and preferences. The span of audience observation is also reducing day by day. Therefore mainstream media houses have started distributing news in various mobile based applications. People don't have time to read the whole news item therefore, media outlets are either sending headlines to the inbox or video streaming files or sending news capsules through the apps.



The Modern Journalist

(Source: Royston Robertson Cartoons)

Media outlets have faced challenges with the introduction of technology in the media industry. Mobile technology has taken a lead role in the technology revolution era. Everyone is accessing internet with their mobile phones. Accessing news has never been so easy and flexible. Technology infused media houses have changed the way the news were gathered, edited, packaged and disseminated. The journalists are also integrating various forms of emerging media to make interesting narratives. The audiences are getting rich digital experiences. The written words have been integrated with interactive web presentations, animated videos and a plethora of other digital tools.

Multiple platforms are integrated into a single distribution system. Multidimensional journalism is the outcome of emerging media.

There are lot of discussions held and debates continued on the supremacy of emerging media over mainstream media. Mainstream media till date has continued its function of disseminating information to the masses. The journalists are taking every bit of help from the tools of emerging media to reach the masses. Every form of emerging media is maturing day by day. They are making influence on the mainstream journalism. The search engine tool Google has been able to make its mark in the newsroom. So also other internet based tools and applications have made their entry into the newsroom.

4.3.1 EMERGING ROLE OF JOURNALISTS

Faster adoption of digital media has resulted in the increasing demand for more real time information. In order to satisfy the demand, journalists are using a combination of technologies and multiple platforms in their work environment. News is delivered in a unique way. In the highly competitive media landscape there is no role of monopoly. The dependency on social media by the common man has also raised problems for the journalists. Therefore media organisations are encouraging their reporters to create blog, source information from the online and make their presence felt in the social media platforms.

Journalists were sceptical about the computers use in the newsroom. But after using it, they were convinced that the computers are helping them. Internet was also poised as greatest competitor for the journalists at certain point of time. But now journalists are taking the help internet in report writing. They are using social media, smart phones, animation software tools etc to present news to their audiences. The hyperlinks are helping the journalists to present the stories in details despite space crunch in main page of the website. While writing articles or producing a feature, journalists are spending hours on internet to search for relevant information. More and more number of journalists is relying on the digital technologies. The role of journalists as gatekeepers has also changed. Now they are more popular for sharing every bit of information on the public sphere.

Journalists from print and electronic media have started their own blogs to share more information to their target readers. There are plenty of platforms available for them to distribute information. The emerging media is enhancing their capability and hence their status in the society. Media organisations are also now opening their doors for the general individuals to participate in the news making and distributing process. The journalists are getting instant feedback for their stories from the readers or viewers. The increasing competition and market pressure have also compelled the journalists to cater the audience demands. Audience is expecting news in different forms and in different platforms. People are accessing news from their laptops, tabs, smart phones and other devices. Convergent newsroom, multiple publishing platforms and more of transparency are some of the current trends that we are witnessing. Users have more alternative sources of information. Therefore they are expecting more from the journalists and have less trust on them.

3D animation videos and images are used by the news channels and news papers to explain a news story. Therefore the journalists are learning and using these forms of media to provide rich experience. Journalists are now more interactive and open to accept content from their readers. The characteristics of news have also changed. News is becoming non-linear and open sourced. Journalists are forced to speed up their process of news collecting and distributing as people are expecting more real time information. The innovative characteristic of emerging media is also forcing journalists to aware about the latest technologies available in the media landscape.

4.3.2 JOURNALISM ETHICS AND EMERGING MEDIA

Journalism basically revolves around the code of professional ethics guided by set of rules and regulations which the journalists should obey. The proliferation of emerging media has added a new dimension to the field of journalism. The digital journalism ethics applies to the emerging media. So here the ethics includes how a journalists use emerging media to research, sources and platforms to publish a news story. This is what exactly mainstream journalists are following. But the difference here in case of emerging media is the use of digital technology. New forms of journalism are seen with the digital revolution happening across the media industry. With stress on interactivity, mobile and immediacy, the journalists are more opening up with the users. There is no

water tight separation between the contributor and reader. More and more consumers are going online. Therefore the ethics which mainstream journalists are following needs to add more features to include emerging journalists into its arena.

Journalists have to constantly face the challenges with regard to professional ethics. While working in this highly competitive environment, journalists have less time to cross check their errors. Journalism ethics such as balance, accuracy, pre-publication verification, impartiality and gate-keeping are at a stake with the emerging media. The emerging media stresses on transparency, immediacy, post-publication correction, contribution of content from non-professional journalist and others. Therefore there is a constant conflict between two varieties of ethics. Journalism at the present is not restricted to any geographic locality. Anybody from anywhere can generate and contribute content. There is no time to check the authenticity of information. Ethics related to photo journalism is also changing. Smart phones are coming with high resolution camera. So everybody can capture images and make audio and video files with their smart phones. With the editing and animation software or digital modelling tools people can change or alter the images which are against the ethics. Manipulation and altering of images are done more easily. The ease of capturing, manipulating and publishing are raising questions on the ethics of photo journalism.

The instant information and feedback have given less time to the users and contributors to check the source and verify the authenticity of information. Journalists are facing lot of pressure not only from within but also outside the organisation. Due to this speed and immediacy pressure, sometimes we are getting false stories. Live video and audio streaming are also carried with misspellings. Emerging media encourages comments, opinion and ideas from the common users. But this has a negative impact on the journalism profession. Though we at media encourage people to participate in the democratic process but by encouraging this we are violating the professional ethics.

Therefore there should be some guidelines to deal with rumour, to bring accuracy and verification in place. The contributor should also be careful. While publishing any information they should look into the authenticity of content. Self regulation is the most important point that everyone should look into. Whether you are a podcaster, or video

blogger or social media user, you should be responsible to contribute fairly and honestly. The content should be relevant also.

4.4 REPORTING & EDITING WITH EMERGING MEDIA

Earlier, reporters had to do lot of ‘leg work ‘to get stories. That means, they had to physically go to the place of incident or news source. But now many stories are received through Facebook posts, Twitter feeds or from other social media sites. Journalists are now asked by their management to use the social media space to source stories, share their work and to connect with their audiences. Reporters are engaging themselves with their audiences through chats, replying to comments and maintaining relationship. They are driving their target audiences to their websites too. Many breaking stories are first covered on the social media than by any mainstream journalists. The death of Michael Jackson was first reported on social media. Important stories are already there on the internet, reporters have to take them and to put them into different angles. Reporters have realised the importance of emerging media tools and started the implementation in their work place.

The newsroom concept has also been changing. Convergence and integration are seen in the newsroom. The subbing can be done anywhere. The sub editors need not be in the newsroom to pack a newspaper. Emerging media presents one of the freest flows of information form and also accessing that information. As this type of media is heavily technology based, message plays a key role. Medium to access those information has not been restricted to one but to multiple channels. The subbing staffs are now equipped with digital technologies. They can edit a photograph or can design a graphic in their desk.

The narration style of stories has been changed. Instead of text and space, reporters and subeditors are using text, spaces, video, graphics and images. The technology has changed the process of identifying stories. The news contents are written in a manner so that users can read it comfortably with any device. The editing software, tools like Photoshop, digital modelling, mobile apps, email and other tools are helping both the reporters and subeditors to create visual rich experience. The news accessing is giving

new experience to the viewers. Reporters and editors are considered more as aggregators of content rather than as a writer. New forms of storytelling have emerged. The emerging media journalists are cultivating various forms of storytelling starting from Crowdsourcing to video to non-linear formats.

4.5 BENEFITS OF EMERGING MEDIA FOR JOURNALISTS

With the increasing usage of internet, media houses have also transformed their process of functioning into digital platform. Journalists are using various digital tools to present reports. The digital technology is offering rich visual experience in multiple platforms. The multiple benefits of using emerging media have attracted the attention of journalists throughout the globe. Following are some of the benefits journalists are getting from emerging media.

a) Maintaining relationship with source

Interactivity characteristic of emerging media is helping the journalists to build and maintain relationship with the sources. In the mainstream media, reporters don't have any scope to interact with the readers or audiences. The only way to get feedback from the readers in case of print media is the letters to the editor. In social media, content users are giving instant feedback to the published reports. Not only journalists but also their management is asking them to active on digital platforms and to extend relationship with the user community.

b) To expand the brand

In the highly competitive industry, media owners are in constant effort to popularise their brand among the users. In order to expand their brand they are taking attempts such as online presence of their outlet, creation of blogs by their journalists and other. Even the reporters and editors are publishing exclusive content on their blogs to create separate image. With the emerging media in place local media brands are gaining popularity across the globe. Emerging media is providing opportunities for the media outlets to expand their reach and popularity.

c) New ways in publishing story

Unlike mainstream journalists, here journalists are getting ample scope to file their stories as and when and can publish it even from their smart phone. They don't have to go to office to publish a story. Even television journalists can cover an event and file the story by sending visuals through their smart phones. Smart phones have many applications which are helping them even to edit their stories. Unlike space and time crunch in mainstream media, here writers have flexibility in extending and contracting their write up.

d) Crowdsourcing

We are seeing the trend that journalists are now logging into social networking sites to get story ideas. To make information rich reports they are collecting ample materials on their stories from various sources. Crowdsourcing means to collect information from various sources via internet. For writing features or trend stories most of the journalists are researching and getting inputs from various websites. To provide a unique experience, they are using multiple platforms such as visuals, text, images, graphics and animations. Increasing number of animation tools are used in various stories.

e) Knowledge of multiple platforms

Another important benefit journalists are getting from emerging media is that the knowledge of multiple platforms. With the convergence of technologies, contents are created for multiple platforms targeting every kind of users. A print journalist has knowledge on how to edit a video or how to create an animated graphics. In the same manner television and online journalists have knowledge on other tools. The journalists are also making themselves updated on various technologies. As technology is changing fast, so are also its usages. Journalists are also learning their hands on experience on the upcoming technology. Earlier a print journalist didn't have idea on the working of printing machine. But now journalists have knowledge on how the content is uploaded on the website, use of multimedia tools and use of interactive elements etc.

f) Instant feedback to stories

Another important benefit for the journalists is that they are getting instant feedback for their stories. Under mainstream media journalists have to wait for days or weeks or months to get feedback for their stories. But here within seconds of publishing content they are getting feedback or comments on their stories. Sometimes the instant feedback comes across the border which creates enthusiastic among journalists.

4.6 CONCLUSION

The border line between journalist and user has been blurring day by day. More and more numbers of people are participating in the news making process. Therefore traditional media houses have faced tough competition from the emerging media outlets. There is a very thin line difference between a journalist and a content generator. Still the journalists are trying every bit to make themselves technology expert to provide better news experience to their target audiences. They are making them available in various social media platforms. Their management is also asking them to interact with their readers. The role of a journalist is an emerging one. The reporting and editing techniques have also changed with the introduction of several digital technologies in the newsroom. Journalists are getting multiple benefits from the emerging media. They have more options to publish their stories now. They are engaging constantly with the new breed of customers. They are giving emphasis more on the user generated content. Journalists' role in the society is changing very fast.

The focus of this unit will be on the usage of emerging media by the journalists. An attempt is made here to explain students on how journalists are using emerging media to report stories. The use of emerging media has been found in both print and electronic media. Journalists are taking the help of social media to source information and at the same time the desk persons are utilising animation, digital modelling and podcast etc to package a news item.

journalists. Therefore media organisations are encouraging their reporters to create blog, source information from the online and make their presence felt in the social media platforms.

Journalists were sceptical about the computers use in the newsroom. But after using it, they were convinced that the computers are helping them. Internet was also poised as greatest competitor for the journalists at certain point of time. But now journalists are taking the help internet in report writing. They are using social media, smart phones, animation software tools etc to present news to their audiences. The hyperlinks are helping the journalists to present the stories in details despite space crunch in main page of the website. While writing articles or producing a feature, journalists are spending hours on internet to search for relevant information. More and more number of journalists is relying on the digital technologies. The role of journalists as gatekeepers has also changed. Now they are more popular for sharing every bit of information on the public sphere.

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Check Your Progress:

4.1 Briefly explain the emerging role of journalists ?

4.2 How ethics is important for emerging media ?

4.3 What are the benefits journalists are getting from emerging media?



FURTHER READINGS



1. *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*, edited by Kevin Kawamoto, Rowman & Littlefield.
2. *Web Journalism-The Craft & Technology*, by Sunil Saxena, Tata McGraw-Hill Education
3. *Digital Journalism*, by Janet Jones, Lee Salter, SAGE Publication
4. *News and Social Media: Redefining Journalism* by Madhuri Madhok New Century Publications

**ANSWERS TO CHECK YOUR PROGRESS****Unit I**

- 1.1 By emerging media, we mean the upcoming technology seen in the media industry. Emerging media uses digital technology to communicate the information to the masses. The digital media which communicates messages very fast having instant interaction with the users. It provides user on demand content as per their requirements.
- 1.2 The various types of emerging media we are using in the field of journalism are social networking sites, 3D animation, digital modelling, audio-video streaming, interactive websites, interactive video, smart phones, virtual reality, podcasts, physical-digital integration and other. Every year new technology has been added to this segment.
- 1.3 Smart phones are capable of many functions which a simple mobile phone can't. The smart phones have integrated emerging media technologies such as augmented reality, gaming app, 3D enabled screen, water proof screens, news app, chat app and many other applications.

Unit II

- 2.1 Interactivity comes from the word interactive which means to influence the other. Interactivity is an important feature of computer. Emerging media has the characteristics of interactivity. This means the media can interact with the users of the content. Instant interactivity is the most important feature of present media.
- 2.2 Digital technology is a type of technology employed by the media industry. This technology transfers the content into binary numbers so that data can be transferred easily. It is a kind of electronic technology. In the digital technology everything starting from the media text, visuals or sounds are converted into numbers
- 2.3 With the digital technology in place, contents are distributed on various platforms such as mobile phone, tab, computers, television and others. Earlier public used to watch news only on television or read it on newspapers and magazines. But with the emerging technology, users or consumers are accessing content at their own discretion and on their suitable channels. Contents are published as per their requirement not by the choice of the generator.

Unit III

- 3.1 Traditional forms of mass media such as newspaper, radio and television are known as mainstream media. Emerging media uses digital technology. Emerging media has distinct characteristics such as innovativeness, instant interactivity, employment of digital technology, evolving etc. Emerging media is different from mainstream media mainly it has the interactivity feature which makes it most popular in the present world.
- 3.2 Emerging media performs various functions in the digital era. It has the capability to get instant feedback, innovates new ideas, utilises digital technology to provide better user experience, it socialises the masses and others.

3.3 Despite several differences between emerging media and mainstream media both are converging with each other. Mainstream media outlets are taking the help of emerging media to cater to the demands of their audiences. The convergence of communication platform is taking place between these two forms of media.

Unit IV

4.1 The role of journalists in the emerging media era has been changed a lot. They are more open to interact with the users of their reports. They are enhancing their knowledge and are working on multiple platforms. The journalists are making them available on the social media.

4.2 Ethics in the profession of journalism is very important. Whether it is mainstream media or emerging media, the journalists practising journalism profession should adhere to the professional ethics. But with the blurring of gap between the content generator and user the ethics is at stake. With everything online, it is very difficult to get authenticity of information, maintain balance in stories. So people using emerging media should adhere to the ethics of the profession.

4.3 With the application of emerging media in collecting and distributing information, journalists are getting multiple benefits. They are broadening their knowledge on multiple platforms. They are getting new story ideas, accessing various materials for to write stories. The most important benefit they are getting is flexibility in publishing stories.



MODEL QUESTIONS

A. Very Short Questions

Q1: What is content aggregator?

Q2: Define Digital Technology.

Q3: What is virtual world?

Q4: What is mainstream media?

Q5: Define crowd sourcing.

B. Short Questions (Answer each question in about 150 words)

Q1: Define Emerging Media?

Q2: Discuss the interactivity nature of emerging media?

Q3: What is customisation and personalisation of emerging media?

Q4: How emerging media disseminates information faster and flexible way?

C. Long Questions (Answer each question in about 300-600 words)

Q1: Discuss various types of emerging media.

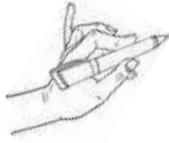
Q2: What are the characteristics of Emerging Media?

Q3: Discuss relationship between mainstream media and emerging media?

Q4: What are the benefits of using emerging media for a journalist?



Comments



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Comments



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