

E-CONTENT

MMHAPU, MJMC, SEM-III

PAPER-XII (304)

1. CC-304/Unit-1 (ONLINE JOURNALISM – NATURE AND HISTORY)
2. Topic of the Lecture : Characteristics of CMC
3. Date of the Lecture : 18-08-2020, TIME : 11.10 A.M.-12.10 P.M.

Characteristics of CMC

i. Interactive communication: Computer-mediated communication

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

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

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

iv. Democratisation of information flow: Computer-mediated

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

5.4.2 Advantages of computer-mediated communication

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

AMIT KUMAR, GUEST FACULTY, MMHAPU, MJMC