

## E-CONTENT

MMHAPU, MJMC, SEM-III

PAPER-XII (304)

1. CC-304/Unit-1 (ONLINE JOURNALISM – NATURE AND HISTORY)
2. Topic of the Lecture : NEW MEDIA (INTRODUCTION)
3. Date of the Lecture : 13-08-2020, TIME : 11.10 A.M.-12.10 P.M.

### NEW MEDIA (INTRODUCTION)

New technology has enabled large number of participations in the public discussions. The changing technology usage has shaped the communication process in which we have formed a personal relation to the new media than what we had with the old media. The concept of virtual identity has become a popular idea for many researchers in order to understand the impact of new media in developing one's own identity. This gives an idea how the audiences shape their identity in the social media platforms by communicating their opinions in computer-generated public sphere.

Therefore, this transition from old to new media has provided personal space to every individual by allowing them to participate in the socio-political discourses. It has become possible through the development of new media technologies which allow the users to generate content. You will understand the concept of user generated content in the following discussions.

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According to Reuters Institute India Digital News Report 2019, around 68% of the respondents surveyed cited smart phones as the primary source for accessing online news. The increasing use of mobile phones has led to a considerable change in the media ecosystem. As a result, the demand for online media content writers has assumed greater significance on digital platforms. Also, the change in media technologies has given birth to new terminologies in the digital space. For example, the editorial team whose major responsibilities are collecting news and editing it are now called 'content generators'. Likewise, reporters and sub-editors in the online media have been transformed to 'content writers' and at senior position as 'content manager'. This is largely because news and editorials are now seen more as a marketable product on the digital space. As digital space proliferates, it needs more and more content, to feed the ever-expanding medium. You would have known from your experience that writing for online media is increasingly becoming a very specialised skill with its own sets of rules, regulations and guidelines. Unlike newspapers, magazines, radio and TV news channels.

AMIT KUMAR, GUEST FACULTY, MASS COMMUNICATION, MMHAPU