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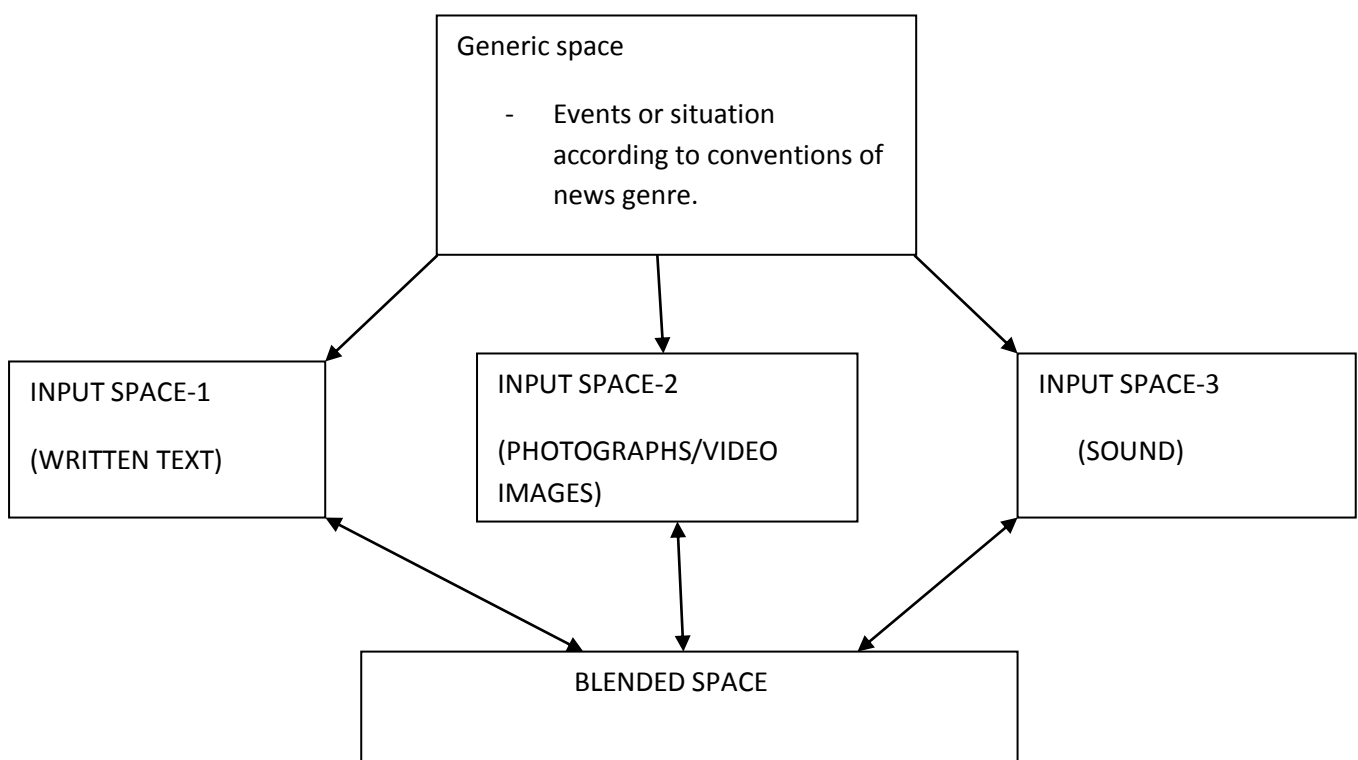MMHA&PU

Multimediality
cc-102 Unit-5

Multimedia refers to the co-existence of the different mediums in a single package. Multimedia can take several forms like, video games, digital art, etc. the form in which it appears in online journalism is called hypermedia. These multimedia packages are not just random collections of different mediums like text, audio, and video, but an integrated whole. Interactivity and hypertextuality are defining features of hypermedia, without which it would be an audio-video work.

How this integrated package of multimedia interacts with each other?

To understand this Zbikowaski coined a theory named CIN (conceptual integration network).

CIN involves three types of interconnected space:

- Generic space
- Input space
- Blended space

Generic space

- Events or situation according to conventions of news genre.

INPUT SPACE-1

(WRITTEN TEXT)

INPUT SPACE-2

(PHOTOGRAPHS/VIDEO IMAGES)

INPUT SPACE-3

(SOUND)

BLENDED SPACE

Correlations:-

Between text and photographs

On one hand, highlights of the event through text in an inverted pyramid style, and on other hand, important pictures related to that story are needed and in correlations of course. Take the example of an important leader on a dais. Through text, if it is stated that there was a huge gathering, then images should also be supportive.

Between text and sound

If a leader was important and there was a huge gathering then sound clips should also carry the deafening sound of clapping.

Between photographs and sound

If a journalist is giving a photograph of a huge gathering then also sound clips should be justifying those pictures. So, keeping the CIN model in mind and bringing three mediums in one package is a complex structure. So journalists making new media package should keep this consideration in mind that all mediums should resonate the same message in a package and must be supportive otherwise whole package would e in jeopardy.