

# **NEW MEDIA**

**M.A (JMC)**

**Semester – IV, Paper-IV**

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# M.A (JMC) : NEW MEDIA

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## **FOREWORD**

*Since its establishment in 1976, Acharya Nagarjuna University has been forging a head in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A' grade from the NAAC in the year 2016, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 443 affiliated colleges spread over the two districts of Guntur and Prakasam.*

*The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the door step of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.*

*To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.*

*It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson-writers of the Centre who have helped in these endeavors.*

***Prof. Raja Sekhar patteti***  
*Vice-Chancellor*  
*Acharya Nagarjuna University*

**M.A – JMC**  
**SEMESTER – IV : Paper - IV**  
**NEW MEDIA : (404JM21)**  
**Syllabus**

**UNIT – I**

Introduction and Evolution of New Media -Features of New Media - Relevance of New Media – Dynamics – Opportunities

**UNIT – II**

Introduction to search engines – Utility-Introduction to computer networks - LAN, MAN, WAN-Tools and services on internet (FTP, EMAIL, CHAT, NEWS GROUPS, RSS)- Definition of Multimedia – Systems – Elements

**UNIT – III**

Content generation – Basics – Principles -Elements of digital storytelling - Packagingfor people – Understanding the Mass Psyche - Digital Photography – Introduction – Basics - Visual Design – Aesthetics and dynamics

**UNIT – IV**

Video Design – Packaging – Delivering -Introduction to podcasting – Microphones –Audio editing - Writing for online media – Research – Publishing – Techniques E- Journalism

**UNIT – V**

Web design – Basics – Technology - Web marketing basics – SEO – SEM – Organic search-Blogs – Design – Relevance -Future of New Media – Opportunities – Growth

**SUGGESTED READINGS :**

1. Introduction to Online Journalism, Publishing news and information - Roland De Wolk(2001), Allyn and Bacon
2. The Online Journalism Handbook: Skills to survive and thrive in the Digital Age - PaulBradshaw and Liisa Rohumaa, (2001), Longman, Paperback
3. A Text Book of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers andDistributors, 2001, New Delhi
4. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, NewDelhi
5. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, IdgBooks India (P) Ltd, 2000, New Delhi
6. Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi
7. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill PublishingCompany Limited, 2000, New Delhi
8. Professional Web Design - Theory and Technique On The Cutting Edge, HolzschlagMolly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi

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## LESSON – 1

# INTRODUCTION TO NEW MEDIA

### AIMS AND OBJECTIVES :

After studying this unit, you will be able

- To understand the concept and introduction to New Media
- To comprehend the differences between Traditional and New Media
- To know about the evolution of New Media

### STRUCTURE :

- 1.1 Introduction to New Media
- 1.2 Concept of New Media
  - 1.2.1 Definition
  - 1.2.2 Traditional Vs. New Media
  - 1.2.3 Differences between Traditional Media Vs. New Media in a Nutshell
- 1.3 Evolution of New Media
  - 1.3.1 The Digital Media Boom
  - 1.3.2 Current State of Digital Media
  - 1.3.3 Future of Digital Media
- 1.4 Summary
- 1.5 Self Assessment Questions
- 1.6 Suggested Readings

### 1.1 INTRODUCTION TO NEW MEDIA :

New media is any media from newspaper articles and blogs to music and podcasts that are transported digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication falls under its parasol term. New media is an ever-evolving technology and plays a vital role in our daily lives. This Unit will explain you the fundamentals of new media and its components.

### 1.2 CONCEPT OF NEW MEDIA :

The traditional forms of media with which we have become so accustomed are the press, television, radio, cinema and telephone. In addition, there is a newer form of communication that has recently grown popularity. This new form of communication is known as New Media.

Do you ever wish you had the capability to send information as quickly as possible? Don't you wish that whatever information you send gets to its destination exactly as you intended? This is something that new media can support you with. With the arrival of new media, the sharing and spreading information has become much easier. Letters, photographs, music files and other data can be sent to any place on the planet. And you can do it on a short amount of time and with pinpoint precision. In today's world, new media has brought the

world closer together, and nothing appears to be out of reach. So let us proceed a cavernous understanding of the concept.

### 1.2.1 Definition :

You should have a good understanding of the term “new media” by now. However, each media scholar has defined this concept in their own way. There is no single definition for it because different scholars have used different words to describe it. In layman’s term “new media” refers to digital or computerized networks that aid in sharing and dissemination of information. The term “New Media” refers to interactive digital media that includes two-way communication and requires some form of computation.

New media is a catch-all term used for various kinds of electronic communications that are plausible due to innovation in computer technology. In distinction to “old” media, which includes newspapers, magazines, books, television and other such non-interactive media, new media is encompassed of websites, online video/audio streams, email, online social platforms, online communities, online forums, blogs, Internet telephony, Web advertisements, online education and much more.

It is not very easy to draw the line between new and old media because the so-called old media has found new ways of representation in digital forms, leaving behind its conventional methods of representation. New media is considered to be the multimedia and digital form of communication happening via desktop and laptop computers, as well as phones, tablets and other devices. New media has introduced user interaction, rather than simply consuming media. New media can be tailored to the users’ preferences and it can selectively link from one form of content to another. New media doesn’t necessarily refer to a specific mode of communication. Some types, such as an online newspaper, are also “old media” in the form of a traditional printed newspaper. Others are entirely new, such as a podcast or smartphone app. It becomes even more complicated to define when you consider that as technology continues to advance, the definition continually changes.

New media is any media from newspaper articles and blogs to music and podcasts that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication falls under its umbrella.

Just a few examples of new media include:

- Blogs
- Mobile apps
- Social media networks
- Streaming services
- Virtual and augmented reality
- Websites

### 1.2.2 Traditional Vs. New Media :

Let us find differences between traditional and new media.

The term old media has become identical with the seven traditional methods of mass communication: books, newspapers, magazines, film, sound recordings, radio, and television. Traditional media has been used in the marketing and advertising world for so many years. Especially in advertising and marketing arena traditional media existed before internet. Companies typically allocated most of their marketing budgets to traditional media with a goal to increase their brand awareness and attract new customers.

Traditional media and new media are two comprehensive categories of media platforms and channels that vary in several key ways. Here are some of the main differences between them:

### 1. Platform and Technology :

- **Traditional Media:** Traditional media encompasses forms of communication and entertainment that existed before the advent of digital technology. This includes print media (newspapers, magazines), broadcast media (television, radio), and offline advertising (billboards, flyers).
- **New Media:** New media refers to digital or internet-based platforms and technologies that have emerged in the digital age. This includes websites, social media, blogs, podcasts, online streaming services, and mobile apps.

### 2. Accessibility :

- **Traditional Media:** Traditional media outlets have historically been controlled by established organizations, such as newspapers, TV networks, and radio stations. Access to these platforms was limited to those with the resources and infrastructure to publish or broadcast.
- **New Media:** New media platforms are more accessible to individuals and smaller units. Anyone with an internet connection can create and share content on digital platforms, leading to greater democratization of media.

### 3. Interactivity :

- **Traditional Media:** Traditional media is generally one-way communication. Audiences inertly receive information without direct interaction with the content or creators.
- **New Media:** New media platforms encourage interactivity and user engagement. Users can comment, like, share, and participate in discussions, making media consumption a more participatory experience.

### 4. Timeliness and Speed :

- **Traditional Media:** Traditional media often operates on fixed publication or broadcast schedules. News in newspapers, for example, is typically updated daily.
- **New Media:** New media platforms provide real-time or near-real-time updates. News websites and social media platforms deliver breaking news and updates as they happen.

### 5. Content Format :

- **Traditional Media:** Traditional media relies on formats like long-form articles, broadcast programs, and printed materials.
- **New Media:** New media supports a wide range of content formats, including text, images, videos, podcasts, livestreams, and multimedia presentations.

### 6. Revenue Models:

- **Traditional Media:** Traditional media often relies heavily on advertising revenue and subscriptions for funding.
- **New Media:** New media platforms may use various revenue models, including advertising, subscription services, sponsored content, e-commerce, and crowdfunding.

### 7. Global Reach:

- **Traditional Media:** Traditional media outlets primarily serve local or regional audiences, although some have national or international reach.
- **New Media:** New media has the potential for global reach, allowing content creators to reach a worldwide audience with ease.

It's important to note that the lines between traditional and new media are becoming increasingly blurred as traditional outlets embrace digital platforms, and digital-native media organizations gain prominence. Many media companies now operate in both traditional and new media spaces to reach diverse audiences.

### 1.2.3 Differences between Traditional Media Vs. New Media in a Nutshell :

<b>TRADITIONAL MEDIA</b>	<b>NEW MEDIA</b>
One-Way Conversation	Two-Way Conversation
Closed System	Open System
Mass Marketing	One-on-One Marketing
About Me	About You
Professional Content	Brand and User-Generated Content
Polished Content	Authentic Content
Paid Platform	Free Platform
Controlled Communication	Unstructured Communication
Pre-produced/scheduled	Real time creation
Formal language	Informal language
Passive Involvement	Active Involvement
Poor Analytics	Deep Analytics

### 1.3 EVOLUTION OF NEW MEDIA :

New Media is synonymously referred to as Digital Media which can be digitized and distributed electronically. This includes everything from text, images and videos to music, games, and apps. The evolution of digital media has been rapid and far-reaching, with new technologies and platforms emerging at a rapid pace. Let us take a look at the evolution of digital media, from its early days to the current state and future potential.

The first digital media devices, such as the compact disc (CD) and the digital versatile disc (DVD), were introduced in the 1980s. These technologies allowed for the storage and distribution of digital media in a way that was not possible with analog media. The rise of personal computers and the internet in the 1990s also played a significant role in the early days of digital media. This allowed for the development of early digital media formats, such as MP3 and JPEG, which revolutionized the way we consume and share media.

Internet has transformed the communication world. It has fundamentally changed the way of life of people in the world. It has become of a part of life. Internet is not a technology it is a change engine that has modified work habits, education, social relations and most importantly the hope and dreams of people. By 2010 the internet had penetrated around 30% of population globally and only 8.5% among Indians (internet world stats, 2016), India is one of the fastest growing Internet markets in the world growing at 14% in 2014. India's internet penetration rate stood at 48.7 percent of the total population at the start of 2023.

History of internet dates back to 1960s. The net is considered to be a product of cold war which was built by the USA military to protect national security in the face of nuclear attack. The US Department of Defense created the first effective long distance computer network. In 1962, the USA began research into robust, distributed communication networks for military command and control. The Advanced Research Project Agency of US went international with connections to University College in London, England and Norway in

1973. The first commercial version Telenet opened in 1974. Then the World Wide Web was born in 1985.

In India, the internet was introduced in 1991 by the Department of Electronics through the Educational and Research Network (ERNET). It was funded by United Nations Development Programme. On August 15, 1995, Internet was offered to private individuals and organizations by Videsh Sanchar Nigam Limited in 1999, it was liberalized. Since then, it has grown multifold to all the villages which have telephone accessibility. With the advent of World Wide Web and Online Subscription Service Providers, internet traffic became an important medium of communication. The increasing popularity of internet has attracted the attention of communication scholars, to fathom its promising developments, uncertainties and lurking dangers in the horizon of our cyber society. Mass media is considered to be one of the important tools of opinion formation. Newspapers, Radio and Television are considered as major ingredients of the Fourth Estate. Very soon, Internet and Online newspapers also became popular media. Comparing to other media, the growth of online newspapers is faster. When internet became a phenomenon beyond the government and universities, electronic publishing exploded in newspapers, e-zines and current information sites.

### **1.3.1 The Digital Media Boom :**

The advent of social media in the early 2000s, such as Facebook and Twitter, marked a major turning point in the evolution of digital media. The rise of streaming services, such as Netflix and Spotify, also changed the way we consume media, making it more convenient and accessible than ever before. The proliferation of mobile devices and apps has also had a significant impact on digital media, making it possible to consume media on-the-go and in a variety of formats. Additionally, the development of interactive and immersive media, such as virtual reality and augmented reality, has opened up new possibilities for digital media.

### **1.3.2 Current State of Digital Media :**

The impact of digital media on traditional media, such as print and television, has been significant. Many traditional media companies have struggled to adapt to the digital landscape, while digital media companies have grown rapidly. The role of artificial intelligence and machine learning in digital media is also becoming increasingly important, with these technologies being used to personalize content and improve the user experience. The emergence of new technologies, such as virtual reality and 5G, is also poised to have a major impact on digital media in the future.

### **1.3.3 Future of Digital Media :**

Predictions for the future of digital media include an increasing emphasis on personalized and interactive content, as well as the continued growth of streaming services. The impact of digital media on privacy and security is also a major concern, with many experts warning about the potential for misuse of personal data. The potential for digital media to drive innovation and change is also significant, with new technologies and platforms opening up new possibilities for communication, entertainment, and education. The role of government and regulation in shaping the future of digital media will also be important, as policymakers work to balance the benefits of digital media with the potential risks.

#### **1.4 SUMMARY :**

The evolution of digital media has been rapid and far-reaching, with new technologies and platforms emerging at a rapid pace. From its early days to the current state, digital media has had a significant impact on the way we consume and share media. The future of digital media is also poised to be exciting, with new technologies and platforms opening up new possibilities for communication, entertainment, and education. As we continue to explore the potential of digital media, it will be important to consider the potential risks and benefits, and to work to ensure that digital media is used in a responsible and ethical manner.

In this unit, you have learnt about the definition and basic concept of new media and the differences between traditional media and new media. Further, you have also studied about the evolution of Internet leading to the emergence of new media which is mainly the revolution of digitalization. The discussions in this unit will give you the idea about the changing scenario of new media communication.

#### **1.5 SELF ASSESSMENT QUESTIONS :**

##### **Essay Questions:**

1. Define New Media. Explain the evolution of New Media and the significance of New Media in the present-day scenario.
2. Trace the importance of traditional media and differentiate between traditional media and new media.
3. Digital Media Boom
4. Real time creation
5. User generated message

#### **1.6 SUGGESTED READINGS :**

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2. Collins Richard, Murrone Cristina, New Media, New Policies: Media And Communications Strategy For The Future (Polity Press 12-1996).
3. Sunil Saxena, Web Journalism 2.0, Tata Mc Graw-Hill, New Delhi, 2013.
4. Vince John A., Digital Convergence: The Information Revolution (University of Bournemouth UK: Springer-Verlag).
5. Wilson P. Jr. Dizard. Old Media New Media: Mass Communications in the Information Age (Allyn & Bacon, 1999).

## LESSON – 2

# INTRODUCTION TO NEW MEDIA

### AIMS AND OBJECTIVES :

After studying this unit, you will be able

- To understand the concept and introduction to New Media
- To comprehend the differences between Traditional and New Media
- To know about the evolution of New Media

### STRUCTURE :

- 2.1 Introduction
- 2.2 Features/Characteristics of New Media
- 2.3 Relevance of New Media
- 2.4 Scope of New Media
- 2.5 Benefits of New Media
- 2.6 Dynamics and Opportunities of New Media
- 2.7 Advantages of New Media
- 2.8 Disadvantages of New Media
- 2.9 Summary
- 2.10 Self Assessment Questions
- 2.11 Suggested Readings

### 2.1 INTRODUCTION :

New media is shifting the way we interconnect and access information. It has revolutionized the way we network, share ideas, and access information. It has also formed a new form of communication that is more interactive and engaging than traditional media.

### 2.2 FEATURES / CHARACTERISTICS OF NEW MEDIA :

Here are some of the characteristic features of new media:

1. **Interactivity:** New media is interactive, allowing users to engage, participate, and interact with media in ways that traditional media does not allow. ‘Old media’ inclined to be very much a ‘one way’ affair, with audiences on the receiving end of broadcasts, for the most part able to do little else that just inertly watch media content. New Media however is much more of a two-way concern and it allows consumers and users to get more involved. It is much more of a two-way form of communication than old media. Increased interactivity can be seen in simple acts such as liking a Facebook post or commenting on news piece or blog. However, some users get much more involved and create their own blogs and videos and actively upload their own content as ‘prosumers’. New Media seem to have nurtured a more participatory culture, with more people involved and the roles between consumer and producer of media content becoming ever more blurred.
2. **Hypertextual :** Hypertext, or links are a common feature of new media, which allows users more freedom of choice over how they circumnavigate the different sources of information available to them. In more technical terms, links in web sites offer non-sequential connections between all kinds of data enabled by the computer. Optimists tend

to see this feature as allowing for more individualized lifestyle choices, giving users the chance to act more independently, and to make the most of the opportunities new media markets make available to them.

3. **Global Networks:** Digital Media has also facilitated cultural globalization – we now interact much more globally and via virtual networks of people rather than locally. These networks allow for ‘collective intelligence’ to increase – they allow us to pool our resources much more easily and to draw on a wider range of talents and sources of information (depending on our needs) than ever before.
4. **Virtual Worlds:** New Media presents to us a very different reality from face to face to ‘lived reality’ – for most of us this means a very fast paced flow of information with numerous products and people screaming for our attention. However, this situation has only existed since the mid-2000s, and it must be remembered that New Media reality is virtual reality. This is especially true when it comes to social media sites which give users the opportunity to present themselves in any way they see fit, and while most users don’t go full Cat Fish, most people choose to present only one aspect of themselves.
5. **Simulation:** Simulation goes a step beyond the ‘virtual’ nature of recent Media as was common. Simulation is most noticeably experienced computer games that provide an immersive experience for users into a “virtual life” that’s simulated through digital technology. These virtual worlds are artificial creations that finally depend on algorithms that set the strictures through which events within the gaming environment unfold.
6. **Immersion:** New media can provide an immersive experience to users, allowing them to become completely absorbed in a media involvement.
7. **Ubiquity:** New media is widely available and can be accessed and shared on a variety of different devices and platforms. New media is more accessible than traditional media, as it can be easily accessed through the internet, social media, and other digital platforms. This makes it easier for users to find and access the content they need.
8. **Personalization:** New media allows users to customize their media experience, making it more personalized and tailored to their needs and interests.
9. **Collaboration:** New media allows users to collaborate with each other, creating a shared experience that can be shared and enjoyed with others.
10. **Accessibility:** New media is more accessible to users, making it easier for them to access, share, and consume media.
11. **Creative Expression:** New media encourages users to be creative and express themselves through a variety of different media forms.
12. **It is more SEO friendly:** New media is optimized for search engines, as it is created with Self Engine Optimization (SEO\_ friendly content. This helps get the content to the right audience, as it is easier for users to find it.
13. **It is more cost-effective:** New media is cost-effective, as it does not need expensive production or distribution costs. This makes it easier for organizations to reach wider audiences and generate more engaging content.
14. **Digital:** With the growth of digital technology in the 1990s, the vast majority of information is now converted, stored and transmitted as binary code (a series of 1s and 0s.). Qualitative information has today become ‘digitalized’. Digitalization allows so much information to be stored in compact hard disks or micro memory cards and it is also what allows for the near instantaneous transmission of information via cable and satellite.

Digitalization has also resulted in ‘technological convergence’, or the convergence of different forms of information (text, audio and visual) into one single ‘system’ – most web sites today offer a fusion of text and audio-visual information, and our mobile devices allow us to perform a variety of functions– not only reading text and watching/ listening to videos, but also searching for information, sending messages, shopping and using GPS functions.

These are just some of the characteristics of new media. It is clear that new media is changing the way we communicate, share ideas, and access information. It is an important part of today’s digital world and will continue to shape how we interact with each other in the future.

### **2.3 RELEVANCE OF NEW MEDIA :**

New media refers to a wide range of digital technologies and platforms that have occurred in the Information Age. It comprehends various forms of online communication, such as social media, blogs, podcasts, online videos, streaming services, and more. Unlike traditional media, new media depends on internet and digital technology to facilitate instant information dissemination, interactivity, and user participation.

The importance of new media lies through its transformative influence on communication, information sharing, and connectivity. It has revolutionized how people access and consume content, breaking down geographical barriers and enabling global interactions. New media has democratized information dissemination, allowing individuals and small businesses to have a voice and reach a wide audience without the need for important financial investments. Moreover, new media’s interactivity fosters real-time engagement between content creators and consumers, creating dynamic online communities. This level of engagement provides valuable insights for businesses and organizations, leading to more personalized offerings and improved customer satisfaction. In core, new media plays a pivotal role in shaping modern society, facilitating the flow of information, promoting connectivity, and empowering individuals and businesses to flourish in the digital era.

### **2.4 SCOPE OF NEW MEDIA :**

The scope of new media is vast and continuously evolving as digital technology advances. It encompasses a wide range of platforms and technologies that facilitate communication, information sharing, and entertainment in the digital age. Key components of new media include social media platforms, blogs, vlogs, podcasts, streaming services, online news outlets, digital advertising, virtual and augmented reality, and more. The scope of new media covers across various sectors, including journalism, marketing, entertainment, education, and social interactions. It has revolutionized how news is disseminated, how products and services are marketed, and how people connect and engage with each other globally. With the ever-increasing accessibility of the internet and the rapid development of digital tools, the scope of new media is expected to continue expanding. As technology progresses, new opportunities and challenges will arise, further shaping the way we communicate, consume content, and interact in the digital landscape.

### **2.5 BENEFITS OF NEW MEDIA :**

The benefits of new media include its global reach and accessibility, cost-effectiveness, interactivity and engagement, real-time updates, and data analytics. It empowers businesses and individuals to connect with a vast audience instantly, allowing for targeted marketing and personalized content. The interactive nature of new media fosters

two-way communication, building communities around brands and content creators. Moreover, real-time updates enable users to stay informed on the latest news and trends. Data analytics provide valuable insights, allowing organizations to refine strategies and optimize user experiences.

**content:**

- ❖ **Access to a treasure of information:** With new media, students have access to a vast source of educational resources, including online textbooks, academic articles, video lectures, and interactive learning platforms, enabling them to explore various themes beyond traditional classroom materials.
- ❖ **Greater learning experiences:** Interactive and multimedia-rich content on new media platforms can make learning more engaging and enjoyable for students. Educational videos, simulations, and gamified learning applications can help reinforce concepts and improve comprehension.
- ❖ **Flexibility and suitability:** New media allows students to access educational content anytime and anywhere, accommodating different learning styles and schedules. They can study at their own pace, which is particularly beneficial for self-paced or distance learning programs.
- ❖ **Collaboration and networking:** Online platforms enable students to team up with peers from different places, facilitating knowledge exchange and group projects. Social media and forums provide opportunities to connect with experts and educators for supplementary guidance.
- ❖ **Personalized learning paths:** New media platforms can use data analytics to pathway student progress and preferences, enabling personalized learning paths and targeted support, and enhancing the complete learning experience.
- ❖ **Accessible assistive technologies:** New media can incorporate assistive technologies that cater to students with disabilities, making educational content more inclusive and accessible to all learners.

Overall, new media empowers students to take charge of their education, fostering a more dynamic and interactive learning environment that adapts to their individual needs and preferences.

## **2.6 DYNAMICS AND OPPORTUNITIES OF NEW MEDIA :**

The scenario of modern media in India has undergone a transformative swing. The rise of short-form video content, the supremacy of social networking platforms, the dawn of digital streaming services, and the democratization of media production have redesigned the way we consume and engage with content.

The rise of reels, social networks, and digital streaming platforms has meaningfully influenced the way we consume and interact with content. India, with its huge population of over 1.4 billion people, presents an exclusive set of demographics that influences media consumption patterns, and probably even vice-versa in media influencing social behavior. The market has a dominantly young population, with a significant percentage falling within the millennial and Gen Z cohorts. These digitally savvy generations are not only determining consumption trends but also redefining how media is produced, distributed, and consumed. With increasing internet diffusion and smartphone adoption, more Indians now have access to a wide range of content across various digital platforms.

The Indian media sector has been quick to recognize the changing landscape and familiarize to the growing needs of its audience. Traditional media outlets, such as print and television, have been expanding their digital presence to reach wider audiences. At the same time, digital-native platforms are gaining importance, offering on-demand content, personalized experiences, and interactive engagement. Streaming services, social media platforms, and digital news aggregators are witnessing significant growth.

- A. The Supremacy of Reels :** One of the most prominent developments in modern media is the advent of short-form video content, popularized by platforms such as TikTok, Instagram Reels, and YouTube Shorts. While some of the ideas will not meet regulatory nod from a consumer safety viewpoint, we should anticipate newer products to come to the market. Reels have revolutionized content creation, allowing users to produce engaging videos that captivate audiences in just a matter of seconds. This format's success can be ascribed to its ability to convey information, entertainment, and creativity in a succinct and visually appealing manner. User-generated content is catching up in popularity and ease.
- B. Social Networks as Media Hubs :** Social networking platforms have progressed beyond their initial drive of connecting individuals. They have become virtual media hubs, hosting a wide range of content from news articles to user-generated videos. Platforms like Facebook, Twitter, and LinkedIn have become vital tools for information dissemination, swaying public opinion, and nurturing online communities. However, this propagation of content also poses challenges such as misinformation, echo chambers, and privacy anxieties, demanding critical media literacy skills.
- C. The Dominance of Digital Streaming :** Digital streaming platforms like Netflix, Amazon Prime Video, and Disney+ have disturbed traditional television and cinema models. The convenience of on-demand streaming has revolutionized how we consume entertainment, providing a vast library of content accessible anytime, anywhere. This swing has also led to an increased prominence on original programming and content personalization, as streaming platforms compete for subscribers' attention in a highly competitive market.
- D. Democratization of Media Production :** The upsurge of modern media dynamics has democratized the production and distribution of content. This demographic's propensity for social media, online video platforms, and mobile apps has fueled the rise of independent content creators and alternative media channels, challenging traditional media outlets. With easily accessible tools and platforms, individuals and small creators can now compete with established media giants. This democratization has led to a varied range of voices and outlooks being amplified, challenging traditional gatekeeping in the media industry. However, it also necessitates the need for careful discernment of reliable sources amidst the vast sea of user-generated content. With Web3 development, this could further increase with the power of content control that would vest with the creators. Media outlets must embrace innovative storytelling formats, leverage user-generated content, and foster a two-way dialogue with their audience through social media and other digital platforms. This approach not only reinforces brand loyalty but also permits for real-time feedback and intuitions into audience preferences.

- E. Impact on Advertising and Monetization :** The changing dynamics of modern media have also had and will continue to impact on advertising and monetization strategies. Traditional ad presentations, such as television commercials and print advertisements, are increasingly being supplemented by influencer marketing, branded content, and targeted ads on social networks and streaming platforms. This modification reflects the changing consumer behavior and the need for brands to engage with audiences in more newer and personalized ways. While the changing dynamics of modern media have brought about numerous advancements and opportunities, there are also several critical issues that warrant attention and consideration.
- F. Misinformation and Disinformation :** The proliferation of social networks and non-regulated sources of content has aggravated the spread of misinformation and disinformation. The rapid and viral nature of content dissemination on these platforms can lead to the amplification of false or misleading information, impacting public opinion, and social unity. Addressing this issue requires a collaborative effort from platforms, users, and society at large to promote media literacy, fact-checking, and responsible sharing.
- G. Privacy and Data Security :** Social networks and digital streaming platforms collect vast amounts of user data, raising concerns about privacy and data security. The widespread sharing of personal information and the monetization of user data by these platforms has flashed debates around consent, transparency, and the potential for data breaches. Striking a balance between personalized experiences and protecting user privacy is vital in the digital media landscape.
- H. Sieve Bubbles and Echo Chamber :** Social networks and algorithm-driven content recommendations have also created filter bubbles and echo chambers. These phenomena occur when users are exposed only to information and opinions that align with their existing beliefs, limiting exposure to diverse perspectives. This can reinforce biases, hinder critical thinking, and contribute to societal polarization. Encouraging platforms to promote content diversity, offer alternative viewpoints, and provide users with tools to explore different outlooks can help address this issue.
- I. Content Temperance and Online Harassment :** The open nature of social networks and digital content also gives rise to concerns regarding content moderation and online harassment. The sheer volume of user-generated content makes it challenging for platforms to effectively moderate and remove harmful or inappropriate content. Additionally, the anonymity provided by online platforms can bolster individuals to engage in cyberbullying, hate speech, or harassment. Stricter guidelines, improved reporting mechanisms, and proactive moderation measures are necessary to create safer and more inclusive online spaces.
- J. Economic Sustainability for Creators :** While the democratization of media production has allowed individuals and small creators to showcase their talent and reach global audiences, the issue of economic sustainability remains a challenge. As the digital landscape becomes increasingly saturated, it becomes harder for creators to monetize their content and make a sustainable living. Platforms need to explore fair revenue-sharing models, transparent algorithms, and supportive systems that enable creators to thrive and continue producing high-quality content.
- K. Impact on Traditional Media :** The troublesome nature of modern media dynamics has had a significant impact on traditional media and journalism. Many traditional

media outlets have faced decreasing revenues, reduced audiences, and increased competition from digital platforms. This has implications for the sustainability of quality journalism and the ability to support investigative reporting, which plays a vital role in holding power to account and informing the public. Furthermore, the monetization of digital media remains an ongoing challenge. While advertising revenue forms a significant portion of the revenue stream for many media platforms, finding sustainable models for monetization in the digital era is critical. Subscription-based services, brand partnerships, and innovative ad formats are emerging as potential avenues for revenue generation. Balancing the need for financial viability with providing quality content free of charge is a delicate task that media entities must navigate. Finding sustainable revenue models, encouraging collaborations between traditional and digital media, and embracing innovative approaches can help ensure the continuity of reliable and independent journalism.

It is imperative for platforms, users, regulatory bodies, and society at large to collaborate in nurturing a media landscape that empowers individuals, fosters informed public discourse and promote the values of transparency, accuracy, and diversity.

## 2.7 ADVANTAGES OF NEW MEDIA :

- a. **Global Reach and Accessibility** : One of the most significant advantages of new media is its ability to reach a huge global audience instantly. The internet has connected geographical barriers, allowing content creators and businesses to engage with users worldwide. This global accessibility augments the reach of information, products, and services, enabling small businesses and individuals to compete on a level playing field with larger enterprises.
- b. **Cost-Effectiveness** : Compared to traditional media channels like television and print, new media platforms bid cost-effective solutions for content distribution. Setting up a website, starting a blog, or creating social media accounts requires minimal investment, making it accessible to startups and individuals with limited budgets. Additionally, targeted online advertising allows businesses to optimize their marketing expenditures and reach the right audience.
- c. **Interactivity and Engagement** : New media prospers on interactivity, promoting two-way communication between content creators and consumers. Social media platforms, in particular, enable real-time interactions and feedback, fostering a sense of community around brands and content. This high level of engagement allows businesses to understand customer preferences better, resulting in more personalized offerings and improved customer satisfaction.
- d. **Real-Time Updates** : Traditional media often struggles to keep pace with rapidly evolving events. New media, on the other hand, excels in delivering real-time updates on news, trends, and developments. This instant access to information empowers individuals to stay informed, make quick decisions, and participate in discussions that matter to them.
- e. **Data Analytics and Insights** : New media platforms deliver invaluable data analytics and insights, enabling content creators and businesses to measure the performance of their campaigns accurately. By analyzing user behavior, preferences, and engagement metrics, organizations can refine their strategies, tailor content, and optimize user experiences.

## 2.8 DISADVANTAGES OF NEW MEDIA :

- a. **Information Overload and Credibility Issues :** With the abundance of content available on new media platforms, users often find information overload. Differentiating between credible and unreliable sources becomes challenging, leading to the spread of misinformation and fake news. Additionally, malicious actors may exploit new media to disseminate misleading or harmful content, compromising the credibility of the entire medium.
- b. **Privacy and Security Concerns :** As new media flourishes on data collection and user interactions, privacy and security concerns have become dominant. Instances of data breaches, hacking, and unauthorized access to personal information have elevated questions about the safety of online platforms. Users must be cautious about sharing sensitive data, while content creators and businesses must prioritize data protection to maintain trust with their audiences.
- c. **Cohort Attention Spans :** The fast-paced nature of new media can lead to shortened attention spans among users. With an endless stream of content available at their fingertips, individuals may quickly move on to the next piece of information, making it challenging for creators to capture and retain their audience's interest for extended periods.
- d. **Digital Divide :** While new media has revolutionized connectivity, it has also aggravated the digital divide. Not everyone has equal access to high-speed internet and the latest technology, limiting their participation in the digital world. This divide can continue existing inequalities and restrict opportunities for socio-economic advancement.
- e. **Ephemeral Content and Content Saturation :** New media platforms often prioritize the display of real-time and transient content, leading to a sense of content saturation. Content creators must compete for visibility, potentially compromising the quality and depth of their work to garner immediate attention.

## 2.9 SUMMARY :

New media has become an integral part of modern society, revolutionizing how we access and share information. Its advantages, including global reach, interactivity, and cost-effectiveness, have empowered businesses and individuals alike. However, its disadvantages, such as information overload and privacy concerns, necessitate a cautious approach to its usage. As we navigate the ever-changing landscape of new media, striking a balance between its advantages and disadvantages will be critical to harness its potential for a better-informed and connected world.

## 2.10 SELF ASSESSMENT QUESTIONS :

### Essay Questions:

1. Discuss the characteristic features of New Media. Explain the relevance of New Media.
2. State the dynamics of New Media. Explain the advantages and Disadvantages. new media.
3. Traditional Media
4. Digital Divide
5. Search Engine Optimization

**2.11 SUGGESTED READINGS :**

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## LESSON - 3

# INTRODUCTION TO SEARCH ENGINES UTILITY

### AIMS AND OBJECTIVES :

In this lesson the student will be able to

- Learn about the need of search engine
- Various types of search engines and their functioning and
- Search engines and their functioning and purpose of them.

### STRUCTURE :

- 3.1 Introduction
- 3.2 Internet and Search Engines
- 3.3 Different Types of Search Engines
  - 3.3.1 Crawler Based Search Engines
    - 3.3.1.1 Crawling
    - 3.3.1.2 Indexing
    - 3.3.1.3 Calculating Relevance
    - 3.3.1.4 Retrieving Results
  - 3.3.2 Human Powered Directories
  - 3.3.3 Hybrid Search Engines
  - 3.3.4 Other Types of Search Engines
- 3.4 Various types of search engines
- 3.5 Understanding Search Engines
- 3.6 The History of Search advertising
- 3.7 Important concepts related in search engines
- 3.8 Role of search engines
- 3.9 Summary
- 3.10 Self-Assessment Questions
- 3.11 Suggested Readings

### 3.1 INTRODUCTION :

To put it simply—if potential customers can't find your website, you miss out on sales opportunities. SEO increases organic search engine traffic, in turn increasing the number of visitors website sees each day. This directly correlates to an increase in sales—because the more relevant people see your site, the more chances you have to sell to them.

- ❖ **Trustworthy** : The better optimized your site is, the higher you'll appear on search engines like Google and Bing. While ranking higher on Google is appealing to all brands because of increased visibility, a secondary benefit is the trust you gain with potential customers. Users tend to defer to the recommendations that a search engine generates, so having a higher position for the keywords a user is searching for will solidify your product or service as trustworthy in the user's mind.
- ❖ **Organic Traffic**: Organic traffic represents visitors who arrive at a website through unpaid, non-advertising means, primarily via search engines like Google. Users find the website by searching for specific keywords, and the site appears in search results due to its search engine optimization (SEO) efforts. High organic traffic often

indicates strong content and search engine visibility.

- ❖ **Direct Traffic:** Direct traffic encompasses users who type a website's URL directly into their browsers or access it through saved bookmarks. These users are already familiar with the site and visit it intentionally. Direct traffic can indicate a strong brand presence and user loyalty.
- ❖ **Referral Traffic:** Referral traffic consists of visitors who arrive at a website by clicking on links from external sources, such as other websites, social media platforms, or online articles. Referral traffic can be a valuable source of visitors, particularly if the referring websites are relevant and authoritative.
- ❖ **Paid Traffic:** Paid traffic results from online advertising efforts, such as pay-per-click (PPC) campaigns or display ads. Businesses pay for each click or impression, driving visitors to their websites. Paid traffic can provide quick results and is often used for targeted marketing campaigns.
- ❖ **Social Traffic:** Social traffic includes visitors who arrive at a website through links shared on social media platforms like Facebook, Twitter, or Instagram. It highlights the impact of social media marketing efforts and the ability to engage users through social channels.
- ❖ **Email Traffic:** Email traffic represents users who reach a website by clicking on links in emails, newsletters, or email marketing campaigns. Email is an effective channel for driving traffic, particularly for businesses looking to engage their subscriber base.
- ❖ **Affiliate Traffic:** Affiliate traffic results from affiliate marketing partnerships, where affiliates promote a website's products or services through unique tracking links. When users click on these links and make purchases, the affiliate earns a commission, and the website gains traffic and sales.

### **User Experience :**

A well-optimized website clearly communicates what product or service is being offered, shows how to obtain it, and answers any questions surrounding it. User experience is a major ranking factor for Google. This means that by catering the site to appeal to search engines like Google and Bing, you're also catering it to the user's experience. This means both search engines and users are able to easily get the information they need. On the other hand, if a user struggles to navigate site, chances are that search engines will as well Support them.

### **Growth :**

There's no doubt about it—SEO carries a lot of importance for the growth of your brand. As we mentioned above, the higher you rank on a search engine for a variety of high-volume keywords, the more organic (aka non-paid) web traffic your site will receive. It's as simple as that. A website that is well optimized is more likely to gain more customers and make more sales due to increased lead generation. People are also more likely to share your brand across other social platforms like Facebook or Instagram once they've found your website through a search engine.

Search engines have always wanted the same thing: to provide useful answers to searcher's questions in the most helpful formats. If that's true, then why does it appear that SEO is different now than in years past?

Think about it in terms of someone learning a new language.

At first, their understanding of the language is very rudimentary — “See Spot Run.” Over time, their understanding starts to deepen, and they learn semantics — the meaning

behind language and the relationship between words and phrases. Eventually, with enough practice, the student knows the language well enough to even understand nuance, and is able to provide answers to even vague or incomplete questions.

When search engines were just beginning to learn our language, it was much easier to game the system by using tricks and tactics that actually go against quality guidelines. Take keyword stuffing, for example. If you wanted to rank for a particular keyword like “funny jokes,” you might add the words “funny jokes” a bunch of times onto your page, and make it bold, in hopes of boosting your ranking for that term:

In the ever-evolving digital landscape, achieving a strong online presence is paramount for businesses and individuals alike. The primary goal of a search engine is to assist individuals in finding additional information on any topic they are interested in. You can find people on the internet on various websites and via various search engines. The internet makes it really simple to locate someone who is willing to help you for no cost. Some of the numerous sites and methods for finding anyone online are listed below:

- **Facebook:** It allows people to stay in touch with friends and family, find communities, and expand their companies.
- **PeekYou:** Peek You is a People search engine that puts people in the spotlight on the Internet. It allows you to learn about the individuals who are most significant and meaningful in your life
- **LinkedIn:** LinkedIn is an excellent tool for locating people. There’s a decent possibility you’ll meet folks you can’t find anyplace else on this career-focused alternative to Face book.

What is a Search Engine?

The purpose of a search engine is to extract requested information from the huge database of resources available on the internet. Search engines become an important day to day tool for finding the required information without knowing where exactly it is stored. Internet usage has been tremendously increased in recent days with the easy to use search engines like Google, Bing and Yahoo! There are different types of search engines to get the information you are looking for.

### 3.2 INTERNET AND SEARCH ENGINES :

In addition to their influence on innovation, search engines play a role in ensuring user privacy and security. They serve as a critical source of information during crises and emergencies. Upon the invention of computers, the first question was how to connect them. The Advanced Research Projects Agency Network (ARPANET) began working on what we now know as the Internet in the late 1960s. According to History.com, on January 1, 1983, researchers began to assemble the “network of networks” that became the modern Internet.

A need quickly arose of how to search through all the information available. The first well-documented search engine was originally named Archives, later shortened to Archie, debuting in 1990. Created by Alan Emtage, a McGill University student, Archie was used as a way to index FTP archives and it worked by curating a database of web file names that it would match with queries. Archie was soon followed by new search engines created at other schools in the United States, namely Veronica which focused on plain text files and a Jug head which worked similarly. These two got their names from characters in a widely popular comic book, Archie Comics. Later in 1990, computer scientist Tim Berners-Lee invented the

World Wide Web, and throughout the years that followed websites increased in number and became more prevalent in everyday life.

### **Popular Search Engines :**

Search engines are part of daily life for two types of people.

- Users who search and get information
- Site owners who try to optimize their websites for getting top rank in the search results.

User do more than billions of searches only on Google to find relevant information. This opens out a huge scope for businesses and online content publishers to attract people to their website for free. Search engines follow guidelines and have their own algorithm to decide the ranking of websites in search results. Optimizing websites for Google and other search engines is an essential part of any website owner for reaching out the large audience. The visitors can generate revenue for site owners either through advertisements displayed on the site or through purchasing products.

### **3.3 DIFFERENT TYPES OF SEARCH ENGINES :**

Search engines are classified into the following three categories based on how it works.

1. Crawler based search engines
2. Human powered directories
3. Hybrid search engines
4. Other special search engines

Let us discuss all types of search engines in detail

#### **3.3.1 Crawler Based Search Engines :**

All crawler based search engines use a crawler or bot or spider for crawling and indexing new content to the search database. There are four basic steps, every crawler based search engines follow before displaying any sites in the search results.

- Crawling
- Indexing
- Calculating Relevancy
- Retrieving the Result

##### **3.3.1.1 Crawling :**

Search engines **crawl** the whole web to fetch the web pages available. A piece of software called *crawler* or *bot* or *spider*, performs the crawling of the entire web. The crawling frequency depends on the search engine and it may take few days between crawls. This is the reason sometimes you can see your old or deleted page content is showing in the search results. The search results will show the new updated content, once the search engines crawl your site again.

##### **3.3.1.2 Indexing :**

Indexing is next step after crawling which is a process of identifying the words and expressions that best describe the page. The identified words are referred as keywords and the page is assigned to the identified keywords. Sometimes when the crawler does not understand the meaning of your page, your site may rank lower on the search results. Here you need to optimize your pages for search engine crawlers to make sure the content is easily understandable. Once the crawlers pickup correct keywords your page will be assigned to those keywords and rank high on search results.

### 3.3.1.3 Calculating Relevance :

Search engine compares the search string in the search request with the indexed pages from the database. Since it is likely that more than one page contains the search string, search engine starts calculating the relevancy of each of the pages in its index with the search string.

There are various algorithms to calculate relevancy. Each of these algorithms has different relative weights for common factors like keyword density, links, or meta tags. That is why different search engines give different search results pages for the same search string. It is a known fact that all major search engines periodically change their algorithms. If you want to keep your site at the top, you also need to adapt your pages to the latest changes. This is one reason to devote permanent efforts to SEO, if you like to be at the top.

### 3.3.1.4 Retrieving Results :

The last step in search engines' activity is **retrieving** the results. Basically, it is simply displaying them in the browser in an order. Search engines sort the endless pages of search results in the order of most relevant to the least relevant sites.

#### *Examples of Crawler Based Search Engines*

Most of the popular search engines are crawler based search engines and use the above technology to display search results. Example of crawler based search engines:

- Google
- Bing
- Yahoo!
- Baidu
- Yandex

Besides these popular search engines there are many other crawler based search engines available like DuckDuckGo, AOL and Ask.

### 3.3.2 Human Powered Directories :

Human powered directories also referred as open directory system depends on human based activities for listings. Below is how the indexing in human powered directories work:

- Site owner submits a short description of the site to the directory along with category it is to be listed. Submitted site is then manually reviewed and added in the appropriate category or rejected for listing. Keywords entered in a search box will be matched with the description of the sites. This means the changes made to the content of a web pages are not taken into consideration as it is only the description that matters. A good site with good content is more likely to be reviewed for free compared to a site with poor content.

Yahoo! Directory and DMOZ were perfect examples of human powered directories. Unfortunately, automated search engines like Google, wiped out all those human powered directory style search engines out of the web.

### 3.3.3 Hybrid Search Engines :

Hybrid Search Engines use both crawler based and manual indexing for listing the sites in search results. Most of the crawler based search engines like Google basically uses crawlers as a primary mechanism and human powered directories as secondary mechanism. For example, Google may take the description of a webpage from human powered directories and show in the search results. As human powered directories are disappearing, hybrid types are becoming more and more crawler based search engines.

But still there are manual filtering of search result happens to remove the copied and spammy sites. When a site is being identified for spammy activities, the website owner needs to take corrective action and resubmit the site to search engines. The experts do manual review of the submitted site before including it again in the search results. In this manner though the crawlers control the processes, the control is manual to monitor and show the search results naturally.

### 3.3.4 Other Types of Search Engines :

Besides the above three major types, search engines can be classified into many other categories depending upon the usage. Below are some of the examples:

- Search engines have different types of bots for exclusively displaying images, videos, news, products and local listings. For example, Google News page can be used to search only news from different newspapers.
- Some of the search engines like Dogpile collects meta information of the pages from other search engines and directories to display in the search results. This type of search engines are called metasearch engines.
- Semantic search engines like Swoogle provide accurate search results on specific area by understanding the contextual meaning of the search queries.

### 3.4 VARIOUS TYPES OF SEARCH ENGINES :

The following are the important search engines often used for various information needs. They are

- Google
- Microsoft Bing
- Yahoo
- Baidu
- Yandex
- Duck Duck go
- Ask.com
- Ecosia
- Aol.com
- internet archive

### 3.5 UNDERSTANDING SEARCH ENGINES :

We will begin by delving into the mechanics of search engines, how they operate, and their significance in today's digital ecosystem. You will gain a solid foundation in the algorithms and ranking factors that influence search results. This topic provides a comprehensive overview of Search Engine Optimization (SEO), Search Engine Marketing (SEM), and the principles of Organic Search. It equips students with the knowledge and practical skills needed to harness the power of search engines and digital marketing to enhance online visibility, attract targeted audiences, and achieve strategic business goals.

- ❖ **SEM Strategies:** SEM, on the other hand, encompasses both paid and organic search strategies. It involves using paid advertising, often through platforms like Google Ads, to display ads in search engine results. SEM allows advertisers to bid on keywords to ensure their ads appear when users search for specific terms. It complements SEO efforts and offers a way to achieve immediate visibility. You'll learn the fundamentals of Search Engine Marketing (SEM), including paid advertising

through platforms like Google Ads. We will explore various SEM strategies, budgeting, and ad campaign management.

- ❖ **SEO Techniques:** SEO is the practice of enhancing a website's visibility in search engine results pages (SERPs) through organic (non-paid) methods. It involves optimizing website content, structure, and other elements to improve rankings and attract organic (unpaid) traffic from search engines like Google, Bing, and Yahoo. Search Engine Optimization (SEO) deals with on-page and off-page optimization, keyword research, content strategies, and technical SEO. This technique will help in enhancing website visibility organically.
- ❖ **Organic Search:** Organic search refers to the unpaid, natural search results generated by search engines in response to a user's query. These results are based on the search engine's algorithms and the relevance of the web pages to the user's search terms. Organic search results are displayed below paid ads on the SERPs.

### 3.6 THE HISTORY OF SEARCH ADVERTISING :

A short time after the advent of the Internet, early search engines set the stage for search engine marketing, commonly known today as simply SEM. Open Text Corporation debuted the first pay-per-click ads paving the way for an early form of SEM, but it wasn't called that yet. In fact, it didn't even have a name. It wasn't until technologist and entrepreneur, Danny Sullivan coined the term search engine marketing in a 2001 article on Search Engine Land that the field became recognized in its own right. A few years after the first PPC ads were launched, GoTo.com began an auction-based system that operates in a similar fashion to how the search engines of today run their paid advertising business. As more devices capable of browsing the Internet came into our pockets and into our homes, people began spending more time on the web, guided to the content they wanted by search engines. These cultural developments allowed SEM to explode in popularity.

### 3.7 IMPORTANT CONCEPTS IN SEARCH ENGINES :

- ❖ **SEO Fundamentals:** To provide a solid foundation in SEO principles, covering topics such as on-page optimization, off-page optimization, and technical SEO.
- ❖ **SEM Strategies:** To explore the strategies and tactics used in SEM, including pay-per-click (PPC) advertising, ad campaigns, and keyword bidding.
- ❖ **Website Auditing:** To enable students to conduct website audits and identify areas for improvement in terms of SEO and user experience.
- ❖ **Keyword Research:** To teach students how to perform keyword research and select the most relevant and effective keywords for SEO and SEM campaigns.
- ❖ **Content Optimization:** To educate students on optimizing website content, including text, images, and multimedia elements, for search engines and users.
- ❖ **Link Building:** To cover the techniques and best practices for building high-quality backlinks to improve website authority and SEO rankings.
- ❖ **Ad Campaign Management:** To provide skills in managing SEM ad campaigns, including budget allocation, ad creation, and tracking campaign performance.
- ❖ **Analytics and Measurement:** To teach students how to use analytics tools to measure the effectiveness of SEO and SEM efforts, including monitoring website traffic, conversions, and ROI.

### 3.8 ROLE OF SEARCH ENGINES :

Search engines play a fundamental and transformative role in the digital age, shaping

the way people access information, make decisions, and navigate the vast online landscape. Their significance extends to various aspects of our personal and professional lives.

Here are the key roles search engines play:

- ❖ **Information Retrieval:** Search engines are information gateways. Their primary role is to retrieve relevant and accurate information from the vast expanse of the internet in response to user queries. Whether it's answering a question, finding a product, or researching a topic, search engines connect users with the most pertinent web pages and resources.
- ❖ **User Empowerment:** Search engines empower users by giving them access to a wealth of information and knowledge. They put the internet's vast repository of data at users' fingertips, enabling them to make informed decisions, learn new skills, and explore their interests.
- ❖ **Business Discovery:** Search engines serve as a crucial channel for businesses to connect with potential customers. Through search engine optimization (SEO) and search engine marketing (SEM), companies can ensure their products and services are discoverable by users actively seeking solutions.
- ❖ **Navigation Aid:** Search engines act as navigation aids in the digital space. They help users find their way to specific websites, locate nearby businesses, and access maps and directions. In this way, search engines contribute to both online and offline exploration.
- ❖ **Content Discovery:** Search engines facilitate content discovery by suggesting related or trending topics and surfacing articles, videos, and other media that users might find interesting. They introduce users to a variety of content they may not have encountered otherwise.
- ❖ **Problem Solving:** Search engines are often the first stop when individuals encounter problems or have questions. Whether it's fixing a technical issue, addressing a health concern, or resolving a legal query, users turn to search engines for solutions and guidance.
- ❖ **Voice of Authority:** Search engines have become a source of authority and credibility. Users trust search engine results to provide accurate, up-to-date information, and they rely on the ranking system to distinguish reputable sources from less reliable ones.
- ❖ **User Behavior Analysis:** Search engines track user behavior, offering insights into trends, interests, and demographics. This data is invaluable for businesses and marketers looking to understand their target audience and tailor their strategies accordingly.
- ❖ **Global Reach:** Search engines bridge geographic boundaries, making information accessible across the world. They facilitate international commerce, cultural exchange, and the dissemination of knowledge without the constraints of physical borders.
- ❖ **Innovation Catalyst:** Search engines drive innovation in technology and digital marketing. They encourage website owners to create user-friendly, informative, and well-structured content while pushing marketers to adopt SEO, SEM, and advertising best practices.
- ❖ **Privacy and Security:** Search engines play a role in ensuring user privacy and security by promoting secure websites (HTTPS) and, in some cases, providing enhanced privacy features for users.
- ❖ **Crisis and Emergency Response:** Search engines have proven invaluable during emergencies, providing real-time information and safety instructions during natural

disasters, health crises, and other critical events.

In summary, search engines are not just tools for information retrieval; they are enablers of personal and professional growth, connectors of consumers and businesses, and invaluable sources of knowledge and innovation. Their multifaceted roles continue to evolve in the dynamic digital landscape.

The knowledge and skills required to navigate the complex world of SEO and SEM. It delves into the art and science of optimizing websites for search engines, understanding paid advertising strategies, and harnessing the power of organic search. Whether you're a digital marketing enthusiast, an aspiring SEO specialist, or a business owner seeking online recognition, this course offers invaluable insights and practical expertise.

Our objectives include providing a solid foundation in SEO principles, exploring SEM strategies, and emphasizing the significance of user experience. We'll delve into keyword research, content optimization, link building, and mobile SEO. Additionally, we'll cover ethical SEO practices and the ever-evolving landscape of search engine algorithms. By the end of this course, you'll be well-prepared to excel in the world of digital marketing, employing SEO, SEM, and organic search techniques to achieve higher visibility, attract the right audience, and meet your digital goals.

In an era where digital visibility translates into success, understanding and mastering SEO, SEM, and organic search is essential. This course promises to be your compass in this dynamic digital journey, helping you navigate the ever-changing landscape and unlock the power of search to drive growth and impact in the online world.

### **3.9 SUMMARY :**

Search engines have evolved into indispensable tools in our digital lives. Their primary function is to retrieve and present relevant information from the vast expanse of the internet in response to user queries. This core role extends to multiple dimensions of our online and offline experiences. They empower users by granting them access to a vast wealth of information and knowledge, allowing for informed decisions and continuous learning. They serve as a pivotal channel for businesses to connect with potential customers, enabling products and services to be discovered by users actively seeking solutions. Beyond their core role, search engines aid in navigation, helping users find websites, locate businesses, and access maps and directions. They foster content discovery, suggesting related topics and surfacing interesting media. Search engines are often the first step in solving problems or answering questions, covering a wide range of issues from technical troubleshooting to health concerns. Moreover, search engines have emerged as beacons of authority and credibility, guiding users to accurate and trustworthy sources. They provide valuable insights into user behavior, influencing marketing strategies. They break down global boundaries, connecting people and information across the world.

### **3.10 SELF-ASSESSMENT QUESTIONS :**

1. What is the primary function of a search engine, and how does it differ from a web directory?
2. Why is the trust and authority of search engine results important for users?
3. How can businesses and marketers leverage user behavior data from search engines?
4. Discuss the role of search engines in breaking down geographic boundaries and facilitating global reach.
5. Provide examples of how search engines have played a role in responding to crises

and emergencies.

6. Explain the concept of "organic search results" and how they are generated by search engines.
7. How do search engines determine the relevance and ranking of web pages in search results?
8. Explore the role of search engines during crises and emergencies, providing examples of how they have been utilized in such situations.
9. What do you think the future holds for search engines, and how might their roles continue to evolve in the coming years?

### **3.11 SUGGESTED READINGS :**

1. The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture: John Battelle.
2. How Search Engines Work: Crawling, Indexing, and Ranking: Moz. .
3. The Evolution of the Search Engine: Search Engine Land.
4. Search Engine Marketing (SEM) Basics: Google. Google's guide to the basics of search engine marketing, including insights into Google Ads.
5. The State of SEO in 2022: HubSpot,
6. Academic Paper: "Search Engines, Advertising, and the Evolution of Privacy" by Chris Hoofnagle and Jennifer King.

## LESSON - 4

# COMPUTER NETWORKS LAN, WAN, MAN

### AIMS AND OBJECTIVES :

In this lesson the student will be able to

- Learn about the Computer Networks
- Various Types of computer Networks
- Computer Networks and their functioning and purpose of them

### STRUCTURE :

- 4.1 Introduction
- 4.2 Networks
  - 4.2.1 Other Types of Area Networks
    - 4.2.1.1 LAN: Local Area Network
    - 4.2.1.2 WAN: Wide Area Network
- 4.3 Local Area Network (Lan)
- 4.4 Wide Area Network (WAN)
  - 4.4.1 Advantages
  - 4.4.2 Disadvantages
- 4.5 Wired Vs. Wireless Speeds
- 4.6 Personal Area Network (Pan)
- 4.7 Metropolitan Area Network (Man)
- 4.8 Related Comparisons
- 4.9 Summary
- 4.10 Self-Assessment Questions
- 4.11 Suggested Readings

### 4.1 INTRODUCTION :

The Network allows computers to connect and communicate with different computers via any medium. LAN, MAN, and WAN are the three major types of networks designed to operate over the area they cover. There are some similarities and dissimilarities between them. One of the major differences is the geographical area they cover, i.e. LAN covers the smallest area, MAN covers an area larger than LAN and WAN comprises the largest of all.

### 4.2 NETWORKS :

Residences typically employ one LAN and connect to the internet WAN through an internet service provider (ISP) using a broadband modem. The ISP provides a WAN IP address to the modem, and all the computers on the home network use LAN IP addresses (also called private IP addresses). All computers on a home LAN can communicate directly with each other but must go through a central network gateway, typically a broadband router, to reach the ISP and beyond.

#### 4.2.1 Other Types of Area Networks :

Common types of area networks are :

- LAN: Local Area Network

- **WAN:** Wide Area Network
- **WLAN:** Wireless Local Area Network
- **MAN:** Metropolitan Area Network
- **SAN:** Storage Area Network, System Area Network, Server Area Network, or sometimes Small Area Network
- **CAN:** Campus Area Network, Controller Area Network, or sometimes Cluster Area Network
- **PAN:** Personal Area Network

While LAN and WAN are the most popular network types, you may also see references to these others:

- **Wireless Local Area Network:** A LAN based on Wi-Fi wireless network technology.
- **Metropolitan Area Network:** A network spanning a physical area larger than a LAN but smaller than a WAN, such as a city. A MAN is typically owned and operated by a single entity such as a government body or large corporation.
- **Campus Area Network:** A network spanning multiple LANs but smaller than a MAN, such as on a university or local business campus.
- **Personal Area Network:** A network that surrounds an individual. A wireless PAN (WPAN) might be created between Bluetooth devices.
- **Storage Area Network:** Connects servers to data storage devices through technology like Fibre Channel.
- **System Area Network** (also called Cluster Area Network, or CAN): Links high-performance computers with high-speed connections in a cluster configuration.
- **Passive Optical Local Area Network:** A POLAN serves fiber by using fiber optic splitters to allow a single optical fiber to serve multiple devices.

LAN and WAN are the two primary and best-known categories of area networks, while the others have emerged with technology advances.

#### 4.2.1.1 LAN: Local Area Network :

A LAN connects network devices over a relatively short distance. A networked office building, school, or home usually contains a single LAN, though sometimes one building contains a few small LANs (perhaps one per room), and occasionally a LAN spans a group of nearby buildings. In TCP/IP networking, a LAN is often, but not always, implemented as a single IP subnet. In addition to operating in a limited space, LANs are also typically owned, controlled, and managed by a single person or organization. These networks also tend to use certain connectivity technologies, primarily Ethernet and Token Ring.

#### 4.2.1.2 WAN: Wide Area Network :

A WAN spans a large physical distance. The internet is the largest WAN, spanning the Earth. A WAN is a geographically-dispersed collection of LANs. A network device called a router connects LANs to a WAN. In IP networking, the router maintains both a LAN address and a WAN address. A WAN differs from a LAN in several important ways. Most WANs (like the internet) aren't owned by a single organization. Instead, WANs exist under collective or distributed ownership and management. WANs tend to use technology like ATM, Frame Relay, and X.25 for connectivity over the longer distances.

### 4.3 LOCAL AREA NETWORK (LAN) :

Local area networks (LANs) allow computers and devices that are near each other and usually making use of the same switch or router to connect to share files and complete tasks. Consisting only of everyday devices (e.g., desktops, laptops, tablets, printers), router and/or switch, and Ethernet cables or wireless cards, LANs are relatively inexpensive to set up and are commonly used in homes.

Ethernet cables, like the Cat5, Cat5e, and Cat6 and Cat6a, can be used to physically connect computers to the network. In the instances where fiber-to-the-home (or similar) is available, copper cabling may also be used at some point. Wi-Fi has become one of the most popular methods for wireless networking over a local network.

LAN, which stands for local area network, and WAN, which stands for wide area network, are two types of networks that allow for interconnectivity between computers. As the naming conventions suggest, LANs are for smaller, more localized networking — in a home, business, school, etc. — while WANs cover larger areas, such as cities, and even allow computers in different nations to connect. LANs are typically faster and more secure than WANs, but WANs enable more widespread connectivity. And while LANs tend to be owned, controlled and managed in-house by the organization where they are deployed, WANs typically require two or more of their constituent LANs to be connected over the public Internet or via a private connection established by a third-party telecommunications provider.

LAN or Local Area Network connects network devices in such a way that personal computers and workstations can share data, tools, and programs. The group of computers and devices are connected together by a switch, or stack of switches, using a private addressing scheme as defined by the TCP/IP protocol. Private addresses are unique in relation to other computers on the local network. Routers are found at the boundary of a LAN, connecting them to the larger WAN.

Data transmits at a very fast rate as the number of computers linked is limited. By definition, the connections must be high-speed and relatively inexpensive hardware (Such as hubs, network adapters, and Ethernet cables). LANs cover a smaller geographical area (Size is limited to a few kilometres) and are privately owned. One can use it for an office building, home, hospital, school, etc. LAN is easy to design and maintain. A Communication medium used for LAN has twisted-pair cables and coaxial cables. It covers a short distance, and so the error and noise are minimized.

Early LANs had data rates in the 4 to 16 Mbps range. Today, speeds are normally 100 or 1000 Mbps. Propagation delay is very short in a LAN. The smallest LAN may only use two computers, while larger LANs can accommodate thousands of computers. LAN has a range up to 2km. A LAN typically relies mostly on wired connections for increased speed and security, but wireless connections can also be part of a LAN. The fault tolerance of a LAN is more and there is less congestion in this network. For example A bunch of students playing Counter-Strike in the same room (without internet).

- LANs are for smaller, more localized networking, while WANs are for larger, more widespread connectivity.
- LANs are typically faster and more secure than WANs, but WANs enable more devices to communicate over longer distances.
- LANs have a higher data transfer rate, while WANs have a lower data transfer rate.

- LANs are usually owned and managed by a single organization, while WANs are often shared by multiple organizations.

**Advantages :**

- Provides fast data transfer rates and high-speed communication.
- Easy to set up and manage.
- Can be used to share peripheral devices such as printers and scanners.
- Provides increased security and fault tolerance compared to WANs.

**Disadvantages:**

- Limited geographical coverage.
- Limited scalability and may require significant infrastructure upgrades to accommodate growth.
- May experience congestion and network performance issues with increased usage.

**4.4 WIDE AREA NETWORK (WAN) :**

A wide area network (WAN) is used to connect computers that are not close to one another. It is possible — and almost always the case — that LANs are connected to WANs. This enables small home or office networks to connect to wider networks, such as those across state or country lines. Most WANs connect through public networks, like the telephone system, or via leased lines. The Internet, which connects computers all around the world, can be considered the largest WAN in existence. WAN or Wide Area Network is a computer network that extends over a large geographical area, although it might be confined within the bounds of a state or country. WAN has a range of above 50 km. A WAN could be a connection of LAN connecting to other LANs via telephone lines and radio waves and may be limited to an enterprise (a corporation or an organization) or accessible to the public. The technology is high-speed and relatively expensive.

There are two types of WAN: Switched WAN and Point-to-Point WAN. WAN is difficult to design and maintain. Similar to a MAN, the fault tolerance of a WAN is less and there is more congestion in the network. A Communication medium used for WAN is PSTN or Satellite Link. Due to long-distance transmission, the noise and error tend to be more in WAN.

WAN's data rate is slow about a 10th LAN's speed since it involves increased distance and increased number of servers and terminals etc. The speed of WAN ranges from a few kilobits per second (Kbps) to megabits per second (Mbps). Propagation delay is one of the biggest problems faced here. Devices used for the transmission of data through WAN are Optic wires, Microwaves, and Satellites. An example of a Switched WAN is the asynchronous transfer mode (ATM) network and Point-to-Point WAN is a dial-up line that connects a home computer to the Internet.

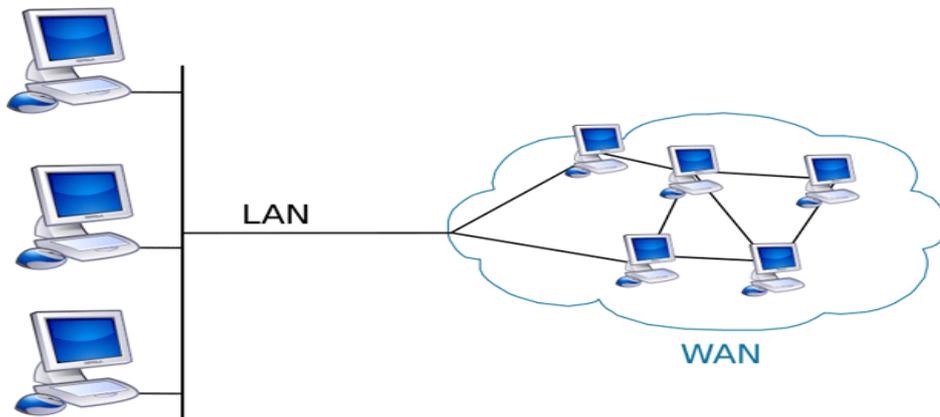
**4.4.1 Advantages :**

- Covers large geographical areas and can connect remote locations.
- Provides connectivity to the internet.
- Offers remote access to resources and applications.
- Can be used to support multiple users and applications simultaneously.

**4.4.2 Disadvantages :**

- Can be expensive to set up and maintain.
- Offers slower data transfer rates than LAN or MAN.

- May experience higher latency and longer propagation delays due to longer distances and multiple network hops.
- May have lower fault tolerance and security compared to LANs.



*Many interconnected LANs can become part of a larger WAN.*

## Speed

How fast data can be transferred over a LAN or WAN depends on the quality and data transfer capabilities of one's hardware and cables.

Having all the computers in a LAN physically connected to a router (or sometimes a switch) is the fastest way to transfer data between computers on a LAN. Moreover, using modern cables — Cat5e and better — will ensure the best data transfer speeds.

WAN speeds are affected by a number of factors. The equipment used in LANs that are connected to WANs affects a user's experience, as does the type of cabling used in the wide area network itself. WANs are typically slower than LANs due to the distance data must travel. For example, data transfers between two different states in the U.S. are faster than data transfers between London and Los Angeles. High-quality, copper submarine cables are used to help speed up data transfers between nations.

## 4.5 WIRED VS. WIRELESS SPEEDS :

Wirelessly transferring data via Wi-Fi significantly slows down transfer speeds, as typical wireless technology has a theoretical maximum speed that is lower than a wired connection's theoretical maximum speed.<sup>[1]</sup> Wireless connections will also likely feel less reliable, as wireless signals may experience interference from other devices' signals, from separating walls, from radio waves, etc. If consistent high speeds are needed within a LAN or WAN, particularly for business or gaming purposes, one should be physically connected to the network.

It is worth noting, however, that wireless technology has begun to "catch up" to wired technology in recent years. While the most reliable, high-speed connection is still one that is wired, wireless technology will likely feel just as comfortable for the average user.

## Security :

The most secure computer is one that is not connected to any network. LANs are safer than WANs, just by the nature and scope of a wide area network. The more people

involved in interconnectivity, the greater chance there is for foul play. Using proper router security settings can help protect computers that connect to a network.

There are other types of Computer Networks also, like

- PAN (Personal Area Network)
- SAN (Storage Area Network)
- EPN (Enterprise Private Network)
- VPN (Virtual Private Network)

#### 4.6 PERSONAL AREA NETWORK (PAN) :

PAN is a personal area network having an interconnection of personal technology devices to communicate over a short distance. It covers only less than 10 meters or 33 feet of area. PAN has fewer users as compared to other networks such as LAN, WAN, etc. PAN typically uses some form of wireless technology. PAN involves the transmission of data between information devices such as smart phones, personal computers, tablet computers, etc.

##### Advantages:

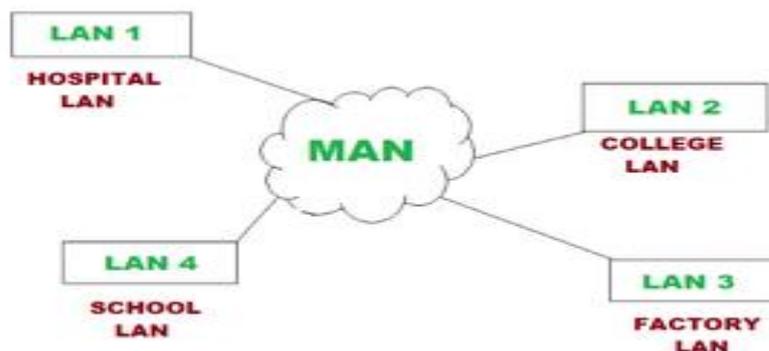
- Allows for easy communication between personal devices in close proximity.
- Can be set up easily and quickly.
- Uses wireless technology, which eliminates the need for wires and cables.
- PANs are designed to be energy efficient, which means that devices can communicate with each other without draining their batteries quickly.
- PANs are typically secured using encryption and authentication protocols, which helps to prevent unauthorized access to data and resources.

##### Disadvantages:

- Limited coverage area.
- May not be suitable for large-scale data transfer or communication. PANs typically have limited bandwidth, which means that they may not be able to handle large amounts of data or high-speed communication.
- May experience interference from other wireless devices.

#### 4.7 METROPOLITAN AREA NETWORK (MAN) :

MAN or Metropolitan area Network covers a larger area than that covered by a LAN and a smaller area as compared to WAN. MAN has a range of 5-50km. It connects two or more computers that are apart but reside in the same or different cities. It covers a large geographical area and may serve as an ISP (Internet Service Provider). MAN is designed for customers who need high-speed connectivity. Speeds of MAN range in terms of Mbps. It's hard to design and maintain a Metropolitan Area Network.



The fault tolerance of a MAN is less and also there is more congestion in the network. It is costly and may or may not be owned by a single organization. The data transfer rate and the propagation delay of MAN are moderate. Devices used for transmission of data through MAN are Modem and Wire/Cable. Examples of a MAN are part of the telephone company network that can provide a high-speed DSL line to the customer or the cable TV network in a city.

**Advantages :**

- Provides high-speed connectivity over a larger geographical area than LAN.
- Can be used as an ISP for multiple customers.
- Offers higher data transfer rates than WAN in some cases.

**Disadvantages :**

- Can be expensive to set up and maintain.
- May experience congestion and network performance issues with increased usage.
- May have limited fault tolerance and security compared to LANs.

**4.8 RELATED COMPARISONS :**

The following related comparisons will help in better understating of the networking concepts.

1. Router vs Switch
2. Cat6 vs Cat6a
3. Comcast vs FiOS
4. WPA vs WPA2
5. Cat5e vs Cat6
6. Hub vs Switch
7. Bluetooth vs Wi-Fi
8. Cat5 vs Cat5e

**4.9 SUMMARY :**

Computer Networking is the practice of connecting computers together to enable communication and data exchange between them. In general, Computer Network is a collection of two or more computers. It helps users to communicate more easily. In this article, we are going to discuss the basics which everyone must know before going deep into Computer Networking. An interconnection of multiple devices, also known as hosts, that are connected using multiple paths for the purpose of sending/receiving data or media. Computer networks can also include multiple devices/mediums which help in the communication between two different devices; these are known as Network devices and include things such as Routers, switches, hubs, and bridges. Local Area Network (LAN) and Wide Area Network (WAN) are the types of Area Networks used in this system. Local Area Network is a network that covers a small area, such as an office or a home. LANs are typically used to connect computers and other devices within a building or a campus. Wide Area Network is a network that covers a large geographic area, such as a city, country, or even the entire world. WANs are used to connect LANs together and are typically used for long-distance communication. Personal Area Network (PAN) and Metropolitan Area Network (MAN) also can be used for message transmission and exchange. While using these networks the effectiveness of them shall depend on Speed, Wired vs. Wireless Speeds, Security are important variables in these networks.

**Basic Terminologies of Computer Networks**

- **Network:** A network is a collection of computers and devices that are connected together to enable communication and data exchange.
- **Nodes:** Nodes are devices that are connected to a network. These can include computers, Servers, Printers, Routers, Switches, and other devices.
- **Protocol:** A protocol is a set of rules and standards that govern how data is transmitted over a network. Examples of protocols include TCP/IP, HTTP, and FTP.
- **Topology:** Network topology refers to the physical and logical arrangement of nodes on a network. The common network topologies include bus, star, ring, mesh, and tree.
- **Service Provider Networks:** These types of Networks give permission to take Network Capacity and Functionality on lease from the Provider. Service Provider Networks include Wireless Communications, Data Carriers, etc.
- **IP Address:** An IP address is a unique numerical identifier that is assigned to every device on a network. IP addresses are used to identify devices and enable communication between them.
- **DNS:** The Domain Name System (DNS) is a protocol that is used to translate human-readable domain names (such as www.google.com) into IP addresses that computers can understand.
- **Firewall:** A firewall is a security device that is used to monitor and control incoming and outgoing network traffic. Firewalls are used to protect networks from unauthorized access and other security threats.

**Types of Enterprise Computer Networks include** Local Area Network (LAN) , A Wide Area Network (WAN) and Cloud Networks etc. These are just a few basic concepts of computer networking. Networking is a vast and complex field, and there are many more concepts and technologies involved in building and maintaining networks. Now we are going to discuss some more concepts on Computer Networking.

**4.10 SELF-ASSESSMENT QUESTIONS :**

1. What is the importance of network in functioning of computer systems?
2. Discuss the role of networks in bring the working into single window
3. Provide examples of how various networks operate in a system.
4. What are advantages and disadvantages of Local area networks ?
5. What are advantages and disadvantages of Wast area networks?

**4.11 SUGGESTED READINGS :**

1. The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture: John Battelle.
2. How Search Engines Work: Crawling, Indexing, and Ranking: Moz. .
3. The Evolution of the Search Engine: Search Engine Land.
4. Search Engine Marketing (SEM) Basics: Google. Google's guide to the basics of search engine marketing, including insights into Google Ads.
5. The State of SEO in 2022: HubSpot,
6. Academic Paper: "Search Engines, Advertising, and the Evolution of Privacy" by Chris Hoofnagle and Jennifer King.

## LESSON - 5

# TOOLS AND SERVICES OF INTERNET

### AIMS AND OBJECTIVES :

The aim of this lesson Video Design is

- to provide the knowledge, skills, and practical experience of internet
- to empower students to create compelling, engaging, and effective content for online users
- to empower students with the practical skills and knowledge necessary to excel in the field of video production and design.
- to help master the technical aspects of various tools and services provided by internet

### STRUCTURE :

- 5.1 Introduction
- 5.2 Internet Service
  - 5.2.1 Communication Services
  - 5.2.2 Information Retrieval Services
  - 5.2.3 File Transfer
- 5.3 Common Service
- 5.4 FTP
- 5.5 News Group
  - 5.5.1 Status of Newsgroups
  - 5.5.2 Newsgroups and functionality
  - 5.5.3 Advantages of Newsgroups
  - 5.5.4 Future usage
- 5.6 E-Mail
- 5.7 Chat
- 5.8 Instant Message
- 5.9 Forum / Discussion Board
- 5.10 IP Telephony
- 5.11 Summary
- 5.12 Self Assessment Question
- 5.13 Suggested Readings

### 5.1 INTRODUCTION :

The internet offers a range of services to its consumers. We can upload and download the files/ data via the internet as it is a pool of knowledge. We can access or obtain information as needed. It is quite popular because of the variety of senders available on the Internet. Web services have grown in popularity as a result of these offerings. To access/exchange a large amount of data such as software, audio clips, video clips, text files, other documents, etc., we require internet services. We must use an Internet service to connect to the Internet. Data can be sent from Internet servers to your machine via Internet service. Some of the internet services are FTP, Telnet, VoIP, etc.

## 5.2 INTERNET SERVICES :

To access/exchange a large amount of data such as software, audio clips, video clips, text files, other documents, etc., we need internet services. You must use an Internet service to connect to the Internet. Data can be sent from Internet servers to your machine via Internet service. Some of the commonly used internet services are :

- Communication Services
- Information Retrieval Services
- File Transfer
- World Wide Web Services
- Web Services
- Directory Services
- Automatic Network Address Configuration
- Network Management Services
- Time Services
- Usenet
- News Group
- Ecommerce

### 5.2.1 Communication Services:

To exchange data/information among individuals or organizations, we need communication services. Following are some of the common communication services:

- **IRC(Internet Relay Chat):** Subscribers can communicate in real-time by connecting numerous computers in public spaces called channels.
- **VoIP:** It stands for Voice over Internet Protocol, which describes how to make and receive phone calls over the internet. A larger number of people believe VoIP is a viable alternative to traditional landlines. VoIP (Voice over Internet Protocol) is a technique that helps us make voice calls via the Internet rather than over a traditional (or analog) phone line. Some VoIP services may let you call only other VoIP users, while others may let you call anyone with a phone number, including long-distance, mobile, and local/international lines. If you have an internet connection you can easily call anyone without using a local phone service because VoIP solutions are based on open standards, they can be used on any computer. More than just setting up calls is what VoIP service providers do. Outgoing and incoming calls are routed through existing telephone networks by them.
- **List Server (LISTSERV):** Delivers a group of email recipients' content-specific emails.
- **E-Mail:** Used to send electronic mail via the internet. It is a paperless method for sending text, images, documents, videos, etc from one person to another via the internet.
- **User Network (USENET):** It hosts newsgroups and message boards on certain topics, and it is mostly run by volunteers
- **Telnet:** It's used to connect to a remote computer that's connected to the internet.
- **Video Conferencing:** Video conferencing systems allow two or more people who are generally in different locations to connect live and visually. Live video conferencing services are necessary for simulating face-to-face talks over the internet. The system can vary from very simple to complex, depending on the live video conferencing vendors. A live video-based conference involves two or more individuals in separate locations utilizing video-enabled devices and streaming voice, video, text, and presentations in real-time via the internet. It allows

numerous people to connect and collaborate face to face over large distances. Tools available for this purpose are Zoom, Free Conference, Google Hangouts, Skype, etc.

### 5.2.2 Information Retrieval Services :

It is the procedure for gaining access to information/data stored on the Internet. Net surfing or browsing is the process of discovering and obtaining information from the Internet. When your computer is linked to the Internet, you may begin retrieving data. To get data, we need a piece of software called a Web browser. A print or computer-based information retrieval system searches for and locates data in a file, database, or other collection of data. Some sites are:

- **www.geeksforgeeks.org:** Free tutorials, millions of articles, live, online, and classroom courses, frequent coding competitions, industry expert webinars, internships, and job possibilities are all available. A computer-based system for searching and locating data in a file, database, or another source.
- **www.crayola.com:** It includes advice for students, parents, and educators on how to be more creative.

### 5.2.3 File Transfer:

The exchange of data files across computer systems is referred to as file transfer. Using the network or internet connection to transfer or shift a file from one computer to another is known as file transfer. To share, transfer, or send a file or logical data item across several users and/or machines, both locally and remotely, we use file transfer. Data files include – documents, multimedia, pictures, text, and PDFs and they can be shared by uploading or downloading them. To retrieve information from the internet, there are various services available such as:

- **Gopher:** A file retrieval application based on hierarchical, distributed menus that is simple to use.
- **FTP (File Transfer Protocol):** To share, transfer, or send a file or logical data item across several users and/or machines, both locally and remotely.
- **Archie:** A file and directory information retrieval system that may be linked to FTP

## 5.3 COMMON SERVICES :

The following are the popular Services in Internet

1. **Web services:** Web services are software that uses defined messaging protocols and are made accessible for usage by a client or other web-based programs through an application service provider's web server. Web services allow information to be exchanged across web-based applications. Using Utility Computing, web services can be provided.
2. **World Wide Web:** The internet is a vast network of interconnected computers. Using this network, you can connect to the world wide web (abbreviated as 'www' or 'web') is a collection of web pages. The web browser lets you access the web via the internet.
3. **Directory Services:** A directory service is a set of software that keeps track of information about your company, customers, or both. Network resource names are mapped to network addresses by directory services. A directory service provides users and administrators with full transparent access to printers, servers, and other network devices. The directory services are :

- **DNS (Domain Number System):** This server provides DNS. The mappings of computer hostnames and other types of domain names to IP addresses are stored on a DNS server.
  - **LDAP (Lightweight Directory Access Protocol):** It is a set of open protocols that are used for obtaining network access to stored data centrally. It is a cross-platform authentication protocol for directory services and also allows users to interact with other directory services servers.
4. **Automatic Network Address Configuration:** Automatic Network Addressing assigns a unique IP address to every system in a network. A DHCP Server is a network server that is used to assign IP addresses, gateways, and other network information to client devices. It uses Dynamic Host Configuration Protocol as a common protocol to reply to broadcast inquiries from clients.
  5. **Network Management Services:** Network management services are another essential internet service that is beneficial to network administrators. Network management services aid in the prevention, analysis, diagnosis, and resolution of connection problems. The two commands related to this are:
    - **ping:** The ping command is a Command Prompt command that is used to see if a source can communicate with a specific destination & get all the possible paths between them.
    - **Trace route:** To find the path between two connections, use the trace route command.
  6. **Time Services:** Using facilities included in the operating system, you may set your computer clock via the Internet. Some services are :
    - **Network Time Protocol (NTP):** It is a widely used internet time service that allows you to accurately synchronize and adjust your computer clock.
    - **The Simple Network Time Protocol (SNTP):** It is a time-keeping protocol that is used to synchronize network hardware. When a full implementation of NTP is not required, then this simplified form of NTP is typically utilized.
  7. **Usenet:** The 'User's Network' is also known as Usenet. It is a network of online discussion groups. It's one of the first networks where users may upload files to news servers and others can view them.
  8. **News Group:** It is a lively Online Discussion Forum that is easily accessible via Usenet. Each newsgroup contains conversations on a certain topic, as indicated by the newsgroup name. Users can use newsreader software to browse and follow the newsgroup as well as comment on the posts. A newsgroup is a debate about a certain topic made up of notes posted to a central Internet site and distributed over Usenet, a global network of news discussion groups. It uses Network News Transfer Protocol (NNTP).
  9. **E-commerce:** Electronic commerce, also known as e-commerce or e-Commerce, is a business concept that allows businesses and individuals to buy and sell goods through the internet. Example: Amazon, Flipkart, etc. websites/apps.

#### 5.4 FTP :

Uploading a file over the Internet is the process of transferring a file from your computer to a server. FTP(File Transfer Protocol) is the protocol required to do so. The protocol/ rules that allows users to move data between computers connected to the Internet. It allows users to upload/ download the files from/to their computer to/from a website. FTP (File Send Protocol) is the means of transferring the files between computers using the Internet and TCP/IP (Transmission Control Protocol/Internet Protocol) services. FTP is based

on the client/server concept. A FTP client application allows a user to communicate with an FTP server program in order to gain access to data and services on the server machine. In order to use FTP server program users needs to connect to the Internet or communicate with an FTP client application.

**Objectives of FTP :**

- It allows users to share files.
- The data transfer is more secure and efficient.
- It facilitates people to use distant computers.

**Advantages of FTP :**

- It employs robust control commands and is a connection-oriented protocol.
- The data is sent over a separate TCP connection than the control commands. This allows for quick data transport.
- It is easy to set up and utilize.
- Because of its uniformity, it has a universal application and so is popular to use.
- Using the FTP, users of all operating systems (Windows, Linux etc.) can connect to the server without difficulty.

**Disadvantages of FTP :**

- It necessitates a greater amount of memory and programming work.
- There are many TCP/IP connections in use. The utilization of such connections is hampered by a firewall.
- When a firewall is in place, filtering active mode FTP traffic on the client side is difficult.
- Due to its connection-oriented design, it has a significant latency.
- The transfer of date/timestamp attributes is not supported.

**5.5 NEWSGROUP :**

A newsgroup is an Internet-based discussion around an individual, entity, organization or topic. Newsgroups enable remotely connected users to share, discuss and learn about their topic of interest by exchanging text messages, images, videos and other forms of digital content. Newsgroups are also referred to as usenet newsgroups. Newsgroups were initially created in 1979 by some university students to exchange messages. Users can subscribe for free by submitting an email address, and the group generally consists of several topics/categories based around a main theme. The user/subscriber can post a message in a particular topic/category, which is either automatically visible in open newsgroups, or can only be viewed by approved members in moderated groups. All subscribers participating or following a particular topic/newsgroup will be notified of new messages and updates. Moreover, news/stories/topics in the newsgroup can be read through a downloadable news reader application. Despite new technologies such as social media, newsgroups continue to thrive online.

Each newsgroup contains discussions about a specific topic, indicated in the newsgroup name. You can browse newsgroups and post or reply to topics using a newsreader program. Access to newsgroups also requires a Usenet subscription. Most Usenet providers offer monthly access for around \$10 USD per month.

Newsgroups may be either moderated or unmoderated. In a moderated newsgroup, a moderator must approve posts in order for them to become part of the discussion. In an unmoderated group, everything posted is included in the discussion. Some newsgroups may

also use bots to moderate the content, automatically eliminating posts that are deemed offensive or off topic.

While many people now use web forums and online chat instead of newsgroups, the service is still popular around the world. In fact, there are estimated to be over 100,000 newsgroups in existence. While many newsgroups host traditional text-based discussions, a large number of newsgroups are now used for file sharing. These newsgroups, which primarily provide links to files, often have the term "binaries" in their name.

Usenet is a network that allows users to post and read messages, while a newsgroup is a specific group within Usenet that is dedicated to a certain topic. A newsgroup is a discussion group on the Usenet network. Usenet is a global network of computer servers that communicate with each other using the Network News Transfer Protocol (NNTP). Newsgroups are organized into hierarchies, with each group having a name that indicates the topic of discussion. Internet newsgroups are organized by topics, and each newsgroup focuses on a specific topic.

### **Newsgroup Examples :**

Below are some examples of active newsgroups. The first part of the name (before the first dot) is the primary category (or hierarchy) or the newsgroup. For example, **sci.** is used for science-related discussions.

- alt.politics
- talk.religion
- sci.physics
- comp.software.testing
- alt.binaries.documentaries
- alt.binaries.multimedia.comedy

### **5.5.1 Status of Newsgroups :**

Usenet is still very much alive. Usenet has been around for more than 4 decades, and **Newsgroups** are an important part of it. There are over 120,000 Newsgroups available on Usenet dedicated to various topics, issues, causes, and more. However, like many other platforms, many newsgroups have gone dead over time, but the main question is: Do Newsgroup Still Exist Today? How many of them are functional? And Why Some newsgroups are dead? Let's find out. Usenet is a very popular platform, and Newsgroups are a crucial part of It because they allow Usenet Users to interact with each other, share and share stuff. According to one estimate, there are over 120,000 newsgroups available, and a vast majority of them are functional, and many of them have thousands of active members.

Newsgroups are categorized into various hierarchies, and all of them have sub-hierarchies which make it easier for Usenet users to find various newsgroups. These are the Big-8 Hierarchies.

1. Comp
2. News
3. Rec
4. Sci
5. Talk
6. Biz
7. Soc
8. Free

These are the Big-8 Hierarchies, and there's one other Hierarchy known as "Alt Hierarchy," which covers all other topics which are not covered in Big-8 Hierarchies. It's also important to note here that these Hierarchies are divided further into Sub-Hierarchies. For example, the Science Hierarchy is the main Hierarchy, and it has further sub-hierarchies such as Sci.Physics, Sci.Math, Sci.Bio, Sci.Military, and more. Also, these sub-hierarchies have further extensions such as Sci.Military. Naval etc. As you can see, there are dozens of hierarchies and sub-hierarchies available for Usenet Users, and all of them have thousands of newsgroups that Usenet Users can access and use according to their interest.

### **States of Newsgroups :**

Now let's discuss the important question which is surely in the mind of many Usenet Users. So, there's a misconception in the mind of some users that Newsgroups are dead, which is not true. Usenet is a very popular platform with thousands of newsgroups, search and like any other platform, it's completely normal that some newsgroups will be dead because of the advancement in technology or topic. For example, if we consider the computer hierarchy, we will find many dead newsgroups related to obsolete technology such as Walkman, Video Cassettes, etc., but it doesn't mean that the whole Hierarchy is dead. You will find many newsgroups related to video games and other new products and technologies which are pretty active, and newsgroup members regularly visit them to discuss them. In a nutshell, it's safe to say that Newsgroups are pretty active and going strong, but still, there are some newsgroups related to obsolete topics and technologies which have gone dead naturally because their members have moved on to better and new versions.

#### **5.5.2 Newsgroups and functionality :**

Usenet is still very much alive. It's a pretty difficult question, and there's no straight answer to it. There are over 120,000 Newsgroups available, and we can categorize them into 3 categories:

1. Active
2. Semi-Active
3. Dead.

**Active Newsgroups** are the ones that are regularly updated, and they have active group members from around the world. The Newsgroups that are part of the Active Category are mainly about new technologies, Science, Politics, News, and more. Now there is no defined way to determine how many newsgroups are functional and active, but it's safe to say that thousands of newsgroups are active.

**Semi Active newsgroups** are the ones that are not very active, but they still have some activity from time to time. The prime example of it is the newsgroups that are related to Vinyl Records newsgroups. They are still accessed by old members who have still interest in them, but most of the young Usenet Members are not interested in them, and they don't access them.

Last but not least, Dead Newsgroups are the ones that are not accessed anymore. The Prime example of Dead Newsgroups is the VCR and Video Cassette newsgroups. These newsgroups are dead because these technologies have become obsolete, and the world has moved on to advanced and better technologies.

#### **5.5.3 Advantages of Newsgroups :**

Now that you know Newsgroups are not dead let us tell you the Advantage of Using Newsgroups.

- **Total Privacy :**

One of the main reasons why Newsgroups are still popular and will be popular in the future is Total Privacy. As Usenet doesn't have any Ads, the platform doesn't track your activities on the platform to make money, and you can be sure that your privacy won't be violated by anyone. Also, many Usenet Service Providers offer free VPN with their plans which allow Usenet Users to hide their IP Address and access Usenet without giving away their original IP Address. It means that no one will be able to link your online activities with you. Usenet is still very much alive

- **Decentralized Nature :**

AS Usenet is **not owned** by any central authority, there won't be changed in the future, and the platform won't bring any policies which hurt the privacy of the users. Although some Newsgroups have rules, they are only there to protect newsgroups from spamming and unproductive posts. However, there are newsgroups in Alt Hierarchy that don't have any rules, and you can do whatever you want without any restrictions.

- **Dedicated Community :**

Dedicated Community is one thing that makes Usenet different from other social media platforms. The users on Usenet have been around for years, and they are hardcore supporters of the platform because of its privacy policy and openness. So, if you join Usenet, you will join a very dedicated community that can help you in various ways.

- **Accessing Usenet :**

If you want to Access Usenet, you will need a subscription from one of the Usenet Service Providers. There are many Usenet Service providers available, but not all of them are good. That's why we have reviewed the top Usenet Service Providers, and you can check their reviews on our website.

Once you have the valid subscription, you will need a Newsreader to access Usenet, and you can pick the newsreader of your choice from our list where we have reviewed top Newsreaders and ranked them based on their features, pricing, and overall performance.

#### **5.5.4 Future usage :**

Usenet is still very much alive. Usenet has been around for more decades, and it's an achievement in itself because over the years, we have seen the rise and demise of many platforms like Orkut, and others but Usenet Stayed on the top because of its dedicated community and privacy policies. Most social media platforms these days depend on ads to generate revenue which compels them to track their users' activities and violate their privacy, but it's not the case with Usenet. Usenet is decentralized, and it's supported by its community which means that it won't have to track its users' activities, and it can survive without running ads. So, it's safe to say that Usenet will certainly not die over the next few years because it has a dedicated community and good privacy policies

Newsgroups have been around for years, and they are certainly not going anywhere. Actually, newsgroups are getting more popular because they are privacy-friendly, and many young users prefer it because Usenet doesn't have many restrictions. We hope that you found the guide useful, and we recommend that you visit our website for more useful guides. Usenet is still very much alive.

Along with e-mail, newsgroups are one of the oldest communication methods on the Internet. But there are many ways to communicate on the Web. You probably use more than

one method, depending on your needs. Let's take a look at the different methods and when you might use them.

### **5.6 E MAIL :**

The most popular means of communicating internet to be the email. You can send a message directly to another person or group of people. Messages can range from short to long and may include attached files. E-mail is most effective when you don't need an immediate answer while communicating with a single person or specific group of people whom you wish to communicate touch a file or provide extensive information. Email is most effective when

- You don't need an immediate answer
- You are communicating with a single person or specific group of people
- You know with whom you wish to communicate
- You need to attach a file or provide extensive information

### **5.7 CHAT :**

Chat is a conversation between two or more people in a chat room. The software allows a group of people type in messages by everyone in the room. Boardrooms can be found all over the internet.

Chat is most effective when you need an immediate answer and communicate with more than one person who can communicate in the form of brief messages when you need to know as to how to provide any information and want to meet new people.

- You need an immediate answer
- You want to communicate with more than one person
- You can communicate in brief messages the information you need to now or wish to provide
- You want to meet new people

### **5.8 INSTANT MESSAGES :**

Instant messaging is something across between chat and email. It allows you to maintain a list of people to interact with and send messages to any of the people in your list as that person is online sending a message open sir Small window you and others can type in messages can see.

Instant messages are most effective when I need an immediate answer. You only need to communicate with a single person or small group you know with whom you wish to communicate you need to communicate in real time.

### **5.9 FORUM/ DISCUSSION BOARD :**

Forums and discussion board are very similar to news groups with one major difference. Most forums and discussion boards are kept in a single server maintained by the owner or originator of the forum or discussion

Forums or discussion boards are most effective when

- you need an immediate answer
- You want to communicate with more than one person
- you want to communicate with a group of people interested in the same topic
- you need or want to provide extensive information about the topic list serve

- most of us probably belong to one list serve or another time you register for a new letter you are placed on a list serve basically this is a type of Broadcast email information on list serve everyone who is listed in the email group on the server difference between a list serve group is that list serves are not interactive T
- shes most effective when
- don't need an immediate answer you want or need regularly updated information about a particular topic
- you want to receive information from a group of people same topic

### **Conferencing :**

conferencing is like a chat room on steroids conference software Microsoft Net meeting loves you to have a real time chat more other uses it also allows you to do such things share and electronic white board most conferencing software packages several means of communication text only audio and even video. Conferencing is most effective when

- you need an immediate answer you want to communicate with more than one person you can communicate in brief messages information or wish to provide you want to attach files are use the whiteboard function tentu pending and receiving text messages.

### **5.10 IP TELEPHONY :**

- This is emerging Communication Technology uses the internet the same way uses most California software required of 10 rupees that each person to talk have a computer and special software but some companies net to phone software you to call someone directly connect to that persons normal phone
- IP telephony is most effective when
- you need an immediate answer you have the appropriate equipment such as sound card and microphone the information you are providing a requesting is then through text messaging.
- Usenet carries a great list of and lots of information on news groups in general subscribing process of a news group following steps first to know IP address of your news server if your ISP doesn't have a new server to a list of Italy accessible news service your news reader client software has a place to configure the news server information example outlet Express that works you through the process of adding a new software news server
- once the news server is set up for the first time rader will show you the entire list of carried by that news server most news service do not carry group avail but the news server operator news group if there is demand for it
- you select each group trusted in subscribe most news readers search functions that allow you to quickly the list of news groups to find once your particular interest
- after you have subscribe all the news groups you are interested in the new Freedom will display each one in a list if the news reader is of the online variety see all the messages group as soon as on its name Itni freedom is an offline version you will most likely to have to download the messages you are ready to view the news group

### **5.11 SUMMARY :**

The internet offers a range of services to its consumers. We can upload and download the files/ data via the internet as it is a pool of knowledge. We can access or obtain information as needed. It is quite popular because of the variety of senders available on the Internet. Web services have grown in popularity as a result of these offerings. To access/exchange a large amount of data such as software, audio clips, video clips, text files,

other documents, etc., we require internet services. We must use an Internet service to connect to the Internet. Data can be sent from Internet servers to your machine via Internet service. Some of the commonly used internet services are Communication Services, Information Retrieval Services, File Transfer, World Wide Web Services, Web Services, Directory Services, Automatic Network Address Configuration, Network Management Services, Time Services, Usenet, News Group, Ecommerce, etc.

### **5.12 SELF ASSESSMENT QUESTIONS :**

1. What is FTP and how does it work?
2. Write about the importance of news group.
3. Discuss the role of internet in its varied communication processes.
4. Elaborate the potential of ecommerce through internet services.

### **5.13 SUGGESTED READING :**

1. The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture: John Battelle.
2. How Search Engines Work: Crawling, Indexing, and Ranking: Moz. .
3. The Evolution of the Search Engine: Search Engine Land.
4. Search Engine Marketing (SEM) Basics: Google. Google's guide to the basics of search engine marketing, including insights into Google Ads.
5. The State of SEO in 2022: HubSpot,
6. Academic Paper: "Search Engines, Advertising, and the Evolution of Privacy" by Chris Hoofnagle and Jennifer King.

## LESSON - 6

# MULTIMEDIA-SYSTEMS -ELEMENTS

### AIMS AND OBJECTIVES :

The aim of this lesson is to

- Make the student's understand the nature of multimedia
- Elements of multimedia
- Its various applications

### STRUCTURE :

- 6.1 Introduction
- 6.2 Categories of Multimedia
  - 6.2.1 Linear Multimedia
  - 6.2.2 Non-Linear Multimedia
- 6.3 Applications of Multimedia
- 6.4 Components of Multimedia
- 6.5 Multimedia Systems features
- 6.6 Advantages of Multimedia
- 6.7 Difference between Multimedia and Hypermedia
- 6.8 Difference between Multimedia and Animation
- 6.9 Streaming Live Multimedia
- 6.10 Summary
- 6.11 Self-Assessment Questions
- 6.12 Suggested Readings

### 6.1 INTRODUCTION :

The word multi and media are combined to form the word multimedia. The word “multi” signifies “many.” Multimedia is a type of medium that allows information to be easily transferred from one location to another. Multimedia is the presentation of text, pictures, audio, and video with links and tools that allow the user to navigate, engage, create, and communicate using a computer. Multimedia refers to the computer-assisted integration of text, drawings, still and moving images(videos) graphics, audio, animation, and any other media in which any type of information can be expressed, stored, communicated, and processed digitally.

To begin, a computer must be present to coordinate what you see and hear, as well as to interact with. Second, there must be interconnections between the various pieces of information. Third, you'll need navigational tools to get around the web of interconnected data. Multimedia is being employed in a variety of disciplines, including education, training, and business.

### 6.2 CATEGORIES OF MULTIMEDIA :

#### 6.2.1 Linear Multimedia :

It is also called Non-interactive multimedia. In the case of linear multimedia, the end-user cannot control the content of the application. It has literally no interactivity of any kind.

Some multimedia projects like movies in which material is thrown in a linear fashion from beginning to end. A linear multimedia application lacks all the features with the help of which, a user can interact with the application such as the ability to choose different options, click on icons, control the flow of the media, or change the pace at which the media is displayed. Linear multimedia works very well for providing information to a large group of people such as at training sessions, seminars, workplace meetings, etc.

### 6.2.2 Non-Linear Multimedia :

In Non-Linear multimedia, the end-user is allowed the navigational control to rove through multimedia content at his own desire. The user can control the access of the application. Non-linear offers user interactivity to control the movement of data. For example computer games, websites, self-paced computer-based training packages, etc.

### 6.3 APPLICATIONS OF MULTIMEDIA :

Multi media indicates that, in addition to text, graphics/drawings, and photographs, computer information can be represented using audio, video, and animation. Multimedia is used in:

1. **Education** : In the subject of education, multimedia is becoming increasingly popular. It is often used to produce study materials for pupils and to ensure that they have a thorough comprehension of various disciplines. Edutainment, which combines education and entertainment, has become highly popular in recent years. This system gives learning in the form of enjoyment to the user.
2. **Entertainment** : The usage of multimedia in films creates a unique auditory and video impression. Today, multimedia has completely transformed the art of filmmaking around the world. Multimedia is the only way to achieve difficult effects and actions.
3. **Music & Video apps** : The entertainment sector makes extensive use of multimedia. It's particularly useful for creating special effects in films and video games. The most visible illustration of the emergence of multimedia in entertainment is music and video apps. Interactive games become possible thanks to the use of multimedia in the gaming business. Video games are more interesting because of the integrated audio and visual effects.
4. **Business** : Marketing, advertising, product demos, presentation, training, networked communication, etc. are applications of multimedia that are helpful in many businesses. The audience can quickly understand an idea when multimedia presentations are used. It gives a simple and effective technique to attract visitors' attention and effectively conveys information about numerous products. It's also utilized to encourage clients to buy things in business marketing.
5. **Technology & Science** : In the sphere of science and technology, multimedia has a wide range of applications. It can communicate audio, films, and other multimedia documents in a variety of formats. Only multimedia can make live broadcasting from one location to another possible. It is beneficial to surgeons because they can rehearse intricate procedures such as brain removal and reconstructive surgery using images made from imaging scans of the human body. Plans can be produced more efficiently to cut expenses and problems.
6. **Fine Arts** : Multimedia artists work in the fine arts, combining approaches employing many media and incorporating viewer involvement in some form. For example, a variety of digital mediums can be used to combine movies and operas. Digital artist is a new word for these types of artists. Digital painters make digital

paintings, matte paintings, and vector graphics of many varieties using computer applications.

- 7. Engineering :** Multimedia is frequently used by software engineers in computer simulations for military or industrial training. It's also used for software interfaces created by creative experts and software engineers in partnership. Only multimedia is used to perform all the minute calculations.

#### 6.4 COMPONENTS OF MULTIMEDIA :

Multimedia consists of the following 5 components:

- 1. Text :** Characters are used to form words, phrases, and paragraphs in the text. Text appears in all multimedia creations of some kind. The text can be in a variety of fonts and sizes to match the multimedia software's professional presentation. Text in multimedia systems can communicate specific information or serve as a supplement to the information provided by the other media.
- 2. Graphics :** Non-text information, such as a sketch, chart, or photograph, is represented digitally. Graphics add to the appeal of the multimedia application. In many circumstances, people dislike reading big amounts of material on computers. As a result, pictures are more frequently used than words to clarify concepts, offer background information, and so on. Graphics are at the heart of any multimedia presentation. The use of visuals in multimedia enhances the effectiveness and presentation of the concept. Windows Picture, Internet Explorer, and other similar programs are often used to see visuals. Adobe Photoshop is a popular graphics editing program that allows you to effortlessly change graphics and make them more effective and appealing.
- 3. Animations :** A sequence of still photographs is being flipped through. It's a set of visuals that give the impression of movement. Animation is the process of making a still image appear to move. A presentation can also be made lighter and more appealing by using animation. In multimedia applications, the animation is quite popular. The following are some of the most regularly used animation viewing programs: Fax Viewer, Internet Explorer, etc.
- 4. Video :** A multimedia application's video component conveys a lot of information quickly. For displaying real-world items in multimedia applications, digital video is helpful. If uploaded to the internet, the video really does have the highest performance requirements for computer memory and bandwidth. The quality of digital video files may still be preserved while being saved on a computer, similarly to other data. A computer network allows for the transport of digital video files. The digital video snippets are simple to modify.
- 5. Audio :** Any sound, whether it's music, conversation, or something else. Sound is the most serious aspect of multimedia, delivering the joy of music, special effects, and other forms of entertainment. Decibels are a unit of measurement for volume and sound pressure level. Audio files are used as part of the application context as well as to enhance interaction. Audio files must occasionally be distributed using plug-in media players when they appear within online applications and webpages. MP3, WMA, Wave, MIDI, and RealAudio are examples of audio formats. The following programs are widely used to view videos: Real Player, Window Media Player, etc.

#### 6.5 MULTIMEDIA SYSTEMS FEATURES :

A multimedia system is responsible for developing a multimedia application. A multimedia application is a bundle of different kinds of data. A multimedia computer system

is one that can create, integrate, store, retrieve delete two or more types of media materials in digital form, such as audio, image, video, and text information.

**Multimedia has important characteristics. They are**

- Multimedia systems must be controlled by a computer – storing, transmitting and presenting the information to the end users
- Multimedia systems are linked to one another, i.e., integrated: The system's multimedia components such as video, music, text, and graphics must all be integrated in some way.
- The data they work with must be represented digitally: The process of converting an analog signal to a digital signal.
- Usually, the interface to the final media presentation is interactive.

Following are some specific features of a Multimedia System:

- **Very High Processing Power** : To deal with large amount of data, very high processing power is used.
  - **File System** : File system must be efficient to meet the requirements of continuous media. These media files requires very high-disk bandwidth rates. Disks usually have low transfer rates and high latency rates. To satisfy the requirements for multimedia data, disk schedulers must reduce the latency time to ensure high bandwidth.
  - **File formats that support multimedia** : Multimedia data consists of a variety of media formats or file representation including ,JPEG, MPEG, AVI, MID, WAV, DOC, GIF,PNG, etc. AVI files can contain both audio and video data in a file container that allows synchronous audio-with-video playback. Like the DVD video format, AVI files support multiple streaming audio and video. Because of restrictions on the conversion from one format to the other, the use of the data in a specific format has been limited as well.
1. **Input / Output** : In multimedia applications, the input and output should be continuous and fast. Real-time recording as well as playback of data are common in most of the multimedia applications which need efficient I/O.
  2. **Operating System** : The operating system must provide a fast response time for interactive applications. High throughput for batch applications, and real-time scheduling,
  3. **Storage and Memory** : Multimedia systems require storage for large capacity objects such as video, audio, animation and images. Depending on the compression scheme and reliability video and audio require large amount of memory.
  4. **Network Support** : It includes internet, intranet, LAN, WAN, ATM, Mobile telephony and others. In recent years, there has been a tremendous growth of multimedia applications on the internet like streaming video, IP telephony, interactive games, teleconferencing, virtual world, distance learning and so on. These multimedia networking applications are referred as continuous-media applications and require high communication latency. Communication Latency is the time it takes for a data packet to be received by the remote computer.
  5. **Software Tools** : For the development of multimedia applications, various software tools like programming languages, graphics software's, multimedia editing software's scripting languages: authoring tools, design software's etc are required. In addition to these the device drivers are required for interfacing the multimedia peripherals.

## 6.6 ADVANTAGES OF MULTIMEDIA :

**Some of the advantages of multimedia are:**

- **It is interactive and integrated:** The digitization process integrates all of the numerous mediums. The ability to receive immediate input enhances interactivity.
- **It's quite user-friendly:** The user does not use much energy because they can sit and watch the presentation, read the text, and listen to the audio.
- **It is Flexible:** Because it is digital, this media can be easily shared. Adapted to suit various settings and audiences.
- **It appeals to a variety of senses:** It makes extensive use of the user's senses while utilizing multimedia, for example, hearing, observing and conversing
- **Available for all type of audiences:** It can be utilized for a wide range of audiences, from a single individual to a group of people.

**Some of the disadvantages of multimedia are :**

- **Expensive:** It makes use of a wide range of resources, some of which can be rather costly.
- **Overabundance of information:** Because it is so simple to use, it can store an excessive amount of data at once.
- **Compilation Time:** It takes time to put together the original draft, despite its flexibility.

## 6.7 DIFFERENCE BETWEEN MULTIMEDIA AND HYPERMEDIA :

- ❖ **Multimedia:** It is type of information through electronic means, Internet. It comprised of graphics, text, videos, audios, animations, information on laptops and other similar devices. The elements of multimedia shows us quality pictures, animations, sounds, text information which directly impacts on the user's brain. Even we can perform editing on these different types of multimedia.
- ❖ **Hypermedia:** It is an next version of hypertext which contains different forms of media like, graphics, text, audio, video and moving graphics etc. There is similarity in the structure of both hypermedia and hypertext. It has even more advanced features like clickable links in the web page. The common hypermedia link is image link which can take the user to the other page. It is used in a variety of applications from problem solving and qualitative research to electronic studying and sophisticated learning.

The main differences between multimedia and others are process, technical requirements, and final output. Understanding these differences is essential for professionals working in the digital media industry to create engaging and effective content.

**Difference between Multimedia and Hypermedia:**

S.No.	Comparison	Multimedia	Hypermedia
1.	Basic	It represents the various forms of representing the information.	It is an extension of hypertext and not considered as text-based.
2.	Types available	Both linear and non-linear available.	Only non-linear available.
3.	Relation	It combines with	It combines both

		hypertext to form a hypermedia.	hypertext as well as multimedia to represent information.
4.	Based on	It basically works on interaction and interactivity.	It is used for inter-connectivity among elements and also for the cross referencing.
5.	Requirements of hardware	It requires its own delivery system called as multimedia delivery system.	It provides the clickable links to increase capability.
6.	Information present	It is the combination of the media and content which stores the information in some form across the devices.	It is more contrasting in nature and used in non-linear data representation.

### 6.8 DIFFERENCE BETWEEN MULTIMEDIA AND ANIMATION :

Multimedia means that computer information can be collected through audio, video, and animation etc. Multimedia uses text, images, graphics as the major sources of information for people. In the 20th century, people used motion pictures, radio, and televisions. Multimedia is derived from two words "Multi" and "Medium". Multimedia is used to deliver information to users in digital form. Multimedia is a field with computer-controlled combination of text, animation, audio, video, graphics, and other forms of media. It can store information in digital form. Multimedia needs large space to store information.

Where do we use multimedia:

- multimedia in business.
- multimedia in schools.
- multimedia at home.
- multimedia at public places.

**Animation :** Animation is the process of designing, drawing, making layouts and preparation of presentation, through animation we can move pictures in motion, we can make video also. We can capture movements of pictures through mobiles, camera or any digital media. Animations are created from a sequence of still images, each image is slightly changed from the previous one. Animation became very famous since the 1950s. Now days there are 2D animation movies and 3D animation movies. Through animation we can develop our web sites. Animation means putting life on non-living things.

**Types of animation :**

- Traditional animation.
- Stop motion animation.
- Motion graphics.

- Computer animation.
- 2D animation.
- 3D animation.

### **The Purpose of Multimedia and Animation :**

Multimedia is used primarily to create interactive experiences that engage and inform the audience. It can be used for educational or training purposes, advertising, gaming, or any other application where an interactive experience is desired.

Animation, on the other hand, is primarily used to create visual effects or tell a story through moving images. It is often used in film and television, advertising, and gaming to create compelling visuals that engage the audience.

### **Similarities :**

- Both multimedia and animation involve the use of digital technology to create visual and audio content.
- Both use storytelling techniques to engage and communicate with their audience.
- Both require creativity and artistic skills to produce high-quality output.
- Both can be used to entertain, educate, and inform their audience.
- Both are often used in various industries such as advertising, gaming, film, and television.
- Both require technical knowledge and expertise in software tools and techniques.
- Both involve collaboration and teamwork among professionals with different skill sets.
- Both use visual effects and sound design to enhance the final output.

### **The Creation Process of Multimedia and Animation :**

The creation process for multimedia and animation differs significantly. Multimedia production often involves a team of professionals with different skills, including writers, graphic designers, audio and video specialists, and software developers. The process usually involves pre-production, production, and post-production stages.

Animation, on the other hand, involves a team of animators who specialize in different aspects of the process such as character design, storyboarding, and rendering. The production process usually involves several stages, including concept development, storyboarding, animatics, and final animation.

### **The Technical Requirements :**

Multimedia and animation require different technical skills and tools. Multimedia production requires software tools such as Adobe Creative Suite, HTML, CSS, and JavaScript. It also requires hardware such as cameras, microphones, and video editing software.

Animation, on the other hand, requires software tools such as Autodesk Maya, Cinema 4D, and Adobe After Effects. It also requires powerful hardware such as high-end workstations and graphics cards to render complex 3D animations.

Sno	Multimedia	Animation
1	Multimedia is integration of various forms of media.	Animation is a variation of multimedia.
2	Multimedia includes design, web design, presentation, etc.	Animation includes film production, photography, video games, web application, sound design, etc.
3	Multimedia devices are electronic media devices are used to store multimedia content.	It can be store/record on either analogue media, such as a flip book, motion picture film, video tape, or on digital media.
4	Multimedia is derived from two words “multi”and “medium”.	Animation is basically derived from Greek word ‘ani’ means any non-living object and ‘motion’ means movement.
5	It is defines as multiple sources and forms of media likes, text, audio, animation, videos, graphics and any other source of media. It is mainly used to deliver information, to a group or platform.	Animation is actually a type of multimedia, that is consisted of a sequence of images /pictures that are directly moves one after the other.
6	It main purposes is industry use of presentations, special effects/audio in entertainment, online training course, editing in journalism, designing/research in engineering, social media in communication, research in medicine, The majority of the human population use multimedia on a daily basis such as, magazines, television, etc.	It main purpose is to bring life and movement to a still image by directly sequencing multiple images together. It can be hand drawn.

## 6.9 STREAMING LIVE MULTIMEDIA :

- **Examples:** Internet radio talk show, Live sporting event.
- **Streaming:** playback buffer, playback buffer can lag tens of seconds after and still have timing constraint.
- **Interactivity:** fast forward is impossible, but rewind and pause is possible.

## 6.10 SUMMARY :

Multimedia, by definition, is the use of text, audio, video, graphics, and animation to convey information in an engaging and dynamic way. In other terms, multimedia is a technological way of presenting information that combines audio, video, images, and animations with textual data. Examples include video conferencing, Yahoo Messenger, email, and the Multimedia Messaging Service ( MMS Service (MMS). The multimedia can be

applied for entertainment, education, business, marketing and other coropoarte activites such as banking especially in printing and media communication purposes.

### **6.11 SELF-ASSESSMENT QUESTIONS :**

1. Explain the significance of adapting writing styles for different online platforms and audiences?
2. Provide examples of how you would adjust your writing style for a corporate blog versus a lifestyle magazine's social media account.
3. Describe the role of search engine optimization (SEO) in online writing.
4. How can the strategic use of keywords improve the visibility and discoverability of online content?
5. Why is content planning essential in online media?
6. How would you structure and organize content for a website, and what benefits does this offer in terms of user experience?
7. Explain the importance of integrating multimedia elements into online content.
8. Provide examples of how images, videos, or infographics can enhance engagement and convey information effectively.

### **6.12 SUGGESTED READINGS :**

1. Contagious: How to Build Word of Mouth in the Digital Age : Jonah Berger: "Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less: Joe Pulizzi
2. Made to Stick: Why Some Ideas Survive and Others Die" Chip Heath and Dan Heath: "Influence: The Psychology of Persuasion: Robert B. Cialdini
3. Digital Journalism". edited Kevin Kawamoto:
4. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age: Paul Bradshaw and Liisa Rohumaa

## LESSON - 7

# CONTENT GENERATION

### AIMS AND OBJECTIVES :

Aims and objectives of content generation in new media is

- to increase the online visibility of a brand, organization, or individual. Through regular content creation, you aim to be more discoverable to your target audience.
- to learn to engage the audience effectively by captivating content
- To help generate such content which educates, entertains, or provokes discussions, keeping the audience interested and active.
- to position the creator as an authority or expert by consistently producing high-quality content,
- to converting readers, viewers, or listeners into customers, subscribers, or followers by making a purchase or signing up for a newsletter.
- To educate and inform the audience.

### STRUCTURE :

- 7.1 Introduction
- 7.2 Comprehensive Activity
- 7.3 Digital Material
- 7.4 Important Areas Of Content Generation
- 7.5 Importance Of Good Content
- 7.6 Types Of Content
  - 7.6.1 Content Creation For Seo
  - 7.6.2 Content Creation For Social Media
  - 7.6.3 Website Content Creation
  - 7.6.4 Content Formats
- 7.7 Keyword Research
  - 7.7.1 Content Generation For Everyone
  - 7.7.2 Step-By-Step Workflow
- 7.8 The Future Of Content Generation
- 7.9 The Content Creation Process
- 7.10 Summary
- 7.11 Self-Assessment Questions
- 7.12 Suggested Readings

### 7.1 INTRODUCTION :

In the rapidly evolving landscape of digital communication, content generation has become the cornerstone of New Media. As the world transitions from traditional forms of media to the dynamic, interactive, and ever-expanding realm of New Media, the creation and dissemination of engaging and informative content have taken center stage. New Media, encompassing digital platforms, social media, websites, blogs, podcasts, and streaming services, has revolutionized the way we interact with information. Unlike traditional media, which relies on one-way communication, New Media encourages active participation,

dialogue, and collaboration. It empowers both content creators and consumers to be part of a larger, interconnected conversation. At the heart of New Media is content generation, a process through which individuals, organizations, and creators generate a wide range of digital content. This content takes various forms, from written articles and videos to podcasts, social media posts, and interactive web experiences. The objective is to capture the attention and engage the audience in a way that fosters community, shares knowledge, and influences opinions. With the advent of New Media, anyone can become a content creator, and the barriers to entry are lower than ever before. This democratization of content generation has given rise to a diverse array of voices and perspectives, challenging the dominance of traditional media outlets. It allows individuals and niche communities to find their audience, express their ideas, and contribute to the collective tapestry of information in the digital age.

In this dynamic landscape, content generation is not just about the quantity of information produced but the quality and relevance of the content. Successful content creators in New Media understand the importance of delivering value to their audience, fostering engagement, and building trust. Moreover, they must adapt to the evolving preferences and behaviors of digital consumers, be it through short-form content for platforms like TikTok or long-form podcasts for in-depth exploration.

## **7.2 COMPREHENSIVE ACTIVITY :**

The course on Content Generation in New Media is a comprehensive exploration of the dynamic and ever-evolving landscape of digital content creation. In this digital age, the ability to generate captivating and relevant content is a valuable skill. The creator shall delve into the art and science of crafting content that not only informs but also engages and influences the target audience. You'll gain a deep understanding of the role that content plays in enhancing brand visibility and building authority in the chosen niche. The knowledge and skills to harness the power of search engine optimization (SEO), ensuring that your content is discoverable and ranks prominently in search engine results too are essential. Additionally, exploring the the impact of visual content, the importance of consistent content creation, and how to measure content success using key performance indicators (KPIs) too are important. The creator must be well-prepared to navigate the ever-changing world of content generation in new media and create content that resonates with audience while achieving digital marketing goals.

## **7.3 DIGITAL MATERIAL :**

Content generation in new media involves the strategic production of digital materials tailored to specific online platforms and audiences. It encompasses content creation, curation, and management, with the overarching objective of delivering valuable, relevant, and compelling information to a digital audience. This content can take various forms, such as written articles, blog posts, social media updates, images, info graphics, podcasts, videos, webinars, interactive applications, and more.

In new media, the term "content" extends beyond traditional text and static images to include dynamic and interactive formats that leverage the capabilities of digital technology. Content generation takes into account the ever-evolving nature of online communication, adapting to changes in technology and audience preferences. It incorporates the use of multimedia elements, user-generated content, and engagement strategies to capture and maintain the attention of digital users. The process of content generation typically begins with research, where creators identify their target audience, their preferences, and the specific platforms they frequent. It also involves understanding

the goals of content creation, which may include educating, entertaining, informing, or persuading the audience. Once these parameters are established, content creators proceed to produce materials that resonate with their intended audience, taking into consideration factors like tone, style, and formatting that align with the chosen medium.

Furthermore, content generation in new media is closely intertwined with content marketing and search engine optimization (SEO) strategies. It is not just about producing content but also ensuring its discoverability and visibility in search engine results and social media feeds. This may involve keyword research, metadata optimization, and the creation of shareable, engaging content that encourages interactions, shares, and discussions among digital users.

Content generation in new media is a multifaceted process that revolves around the creation and distribution of digital content across various online platforms. It is driven by the goal of engaging, educating, and entertaining a digital audience while adapting to the dynamic nature of online communication and technology. This practice plays a pivotal role in modern marketing, branding, information dissemination, and audience engagement strategies, making it a fundamental element of the digital age.

#### 7.4 IMPORTANT AREAS OF CONTENT GENERATION :

- ❖ **Content Relevance:** Creating content that is relevant to the target audience's interests and needs is a key objective. This involves understanding the audience's preferences and tailoring the content accordingly.
- ❖ **SEO Optimization:** An objective of content generation is to optimize content for search engines. This involves using keywords, meta descriptions, and other SEO techniques to improve the content's visibility in search results.
- ❖ **Consistency:** Maintaining a consistent content schedule is crucial. The objective is to keep the audience engaged and informed by regularly publishing new material, whether it's articles, videos, podcasts, or social media posts.
- ❖ **Measuring Success:** Objectives include measuring the success of content through key performance indicators (KPIs) such as website traffic, engagement metrics, and conversion rates. Analyzing these metrics helps in making data-driven decisions for future content strategies.
- ❖ **Adapting to Changes:** Staying updated with changes in the digital landscape, including algorithm updates and emerging trends, is an essential objective. Adapting content strategies to align with these changes ensures ongoing effectiveness.
- ❖ **Engagement and Interactivity:** Encouraging engagement and interactivity with the audience is an objective. This includes responding to comments, encouraging discussions, and using interactive content formats to foster a sense of community.
- ❖ **Brand Consistency:** Maintaining consistency in branding and messaging is an objective, ensuring that the content aligns with the brand's values, tone, and visual identity.
- ❖ **Story telling:** Storytelling is an objective to connect with the audience on a personal and emotional level, making content more memorable and shareable.
- ❖ **Building Brand Awareness:** One of the primary objectives of content generation in new media is to create and maintain brand visibility. Through consistently producing and distributing content, you can introduce your brand to a wider audience, making them more familiar with your products, services, or message.
- ❖ **Engaging Target Audience:** Engaging content captures the attention of your target

audience, keeps them interested, and encourages them to interact with your brand. This can include likes, comments, shares, and other forms of engagement, which are crucial for building a loyal customer base.

- ❖ **Establishing Authority:** New media provides a platform to showcase your expertise and authority in your niche. By sharing informative and valuable content, you can become a go-to source for industry-related information, gaining the trust of your audience.
- ❖ **Enhancing Customer Relationships:** Content generation in new media allows you to foster deeper relationships with your customers. You can use content to address their questions, concerns, and feedback, creating a sense of community and connection around your brand.
- ❖ **Driving Website Traffic:** High-quality, relevant content can attract organic traffic to your website, increasing its visibility on search engines and providing opportunities for conversions, such as sign-ups, purchases, or inquiries.
- ❖ **Promoting Products and Services:** Content generation is an effective way to introduce, explain, and promote your products and services to potential customers. This can include product demonstrations, reviews, tutorials, and case studies.
- ❖ **Educating Audience:** Content can be used to educate your audience about various topics related to your industry or niche. This not only helps build trust but also positions your brand as a valuable source of information.
- ❖ **Creating Shareable Content:** In new media, shareable content can significantly expand your reach. Craft content that is not only informative but also entertaining, emotional, or thought-provoking, encouraging users to share it with their networks.
- ❖ **Adhering to SEO Practices:** Content generation should incorporate search engine optimization (SEO) practices to improve the visibility of your content in search engine results. This includes keyword research, meta descriptions, and backlinks.
- ❖ **Adapting to Platform Trends:** Different new media platforms have distinct trends and user behaviors. It's important to tailor your content to suit the platform you're using, whether it's social media, a blog, or a video-sharing platform.
- ❖ **Tracking and Measuring Success:** Objectives should include metrics for measuring content performance, such as website traffic, engagement, conversion rates, and return on investment (ROI). This data can inform future content strategies.
- ❖ **Adhering to Ethical Guidelines:** It's crucial to create content that is ethical, respects privacy, and adheres to the terms and conditions of the platforms you use. Ethical content generation builds trust and credibility.
- ❖ **Staying Informed of Algorithm Changes:** Content generators need to stay updated with search engine and social media platform algorithm changes. Adapting your content strategy to align with these changes is crucial for maintaining visibility.
- ❖ **Encouraging User-Generated Content:** Encouraging users to generate their own content related to your brand can be an objective. This not only increases engagement but also builds a sense of community around your brand.

## 7.5 IMPORTANCE OF GOOD CONTENT :

The cornerstone of any contemporary digital marketing campaign is content creation. It is described as the procedure that involves gathering information, coming up with smart concepts, turning those concepts into valuable collateral, and distributing that content to the intended audience. There are many different types of digital content, such as blogs, videos, infographics, web pages, and social media posts. Getting new and repeat customers is the primary goal of content creation. High-value digital content is given away for free through inbound marketing techniques. This content gives readers the information they need to make

a purchase decision while establishing your brand's thought leadership. Various content formats are employed by brands at every phase of the marketing funnel. Search engine optimized (SEO) blogs draw in new readers naturally at the top of the funnel. Landing pages in the middle of the funnel keep readers interested, and highly detailed materials like eBooks and white papers encourage conversions.

Every day, millions of pieces of content are published online. If you want to stand out and have an influence on current and future clients content must be of the highest potential to attract the audience. It is therefore well-written, well-designed, and has been developed with your audience's needs in mind. There is a clear distinction between low-quality and high-quality content: the former vanishes into the internet void, while the latter rises to the surface. The value you derive from your brand's content is directly correlated with the amount of work you put into it. You will benefit from high-quality content:

- Stand out as an authoritative thought leader.
- Grow your subscribers and email list.
- Increase your website traffic.
- Keep your customers engaged.
- Generate revenue.

## 7.6 TYPES OF CONTENT :

Content comes in all shapes and sizes. It can be a piece of writing, audio, video or an image. Some of the types of content you'll find in marketing include.

- **Written content:** Blogs, SEO articles, white papers, eBooks, emails, social media posts.
- **Imagery:** Infographics, GIFs.
- **Audio:** Podcasts, audiobooks.
- **Video:** Animations, webinars, talking heads.

We'll take a deeper look at some of the most common forms of content marketing, but first let's understand how SEO plays a role in content creation.

### 7.6.1 Content Creation for SEO :

Content is always produced with two primary audiences in mind: search engines and your target audience. The latter uses sophisticated technology to match patterns and retrieve data. Google and other modern search engines are extremely complex. Content producers could use keyword stuffing in the early days of Google to propel their webpages to the top of search engine results pages (SERPs).

These days, getting a high ranking is difficult, particularly for profitable keywords that indicate a desire to buy. A keyword phrase like "pizza delivery near me," for instance, indicates that the searcher is looking for a local source of mouth watering pizza. When deciding which web pages to display first, Google's search algorithm considers a number of factors, including the user's location.

When you take into account B2B sales, this process becomes more intricate because the searcher is probably considering more factors than just the vendor's proximity when making a choice. If so, you would require content that is specific to each phase of the buyer's journey, starting with their initial web search. Search engine optimization is necessary for

top-of-funnel content, such as blog posts and videos, to ensure that users can quickly find the information they need.

To help you concentrate on a particular search intent when creating content, ask yourself the following questions:

- What information would be most valuable to my target audience?
- What sets my brand apart from the competition?
- What would convince my audience to make a purchase today?
- How can I help my audience reach the next stage of the decision-making process?

Even though contemporary search engines are intelligent enough to discern the purpose of your content, you can improve your rankings by utilizing additional on-page strategies. When writing content for the web, such as blogs and product descriptions, take into account the HTML structure of your content. For instance, employing title tags (H1, H2, H3, etc.) will facilitate the identification of subjects and subtopics by search engines.

### **7.6.2 Content Creation for Social Media :**

Social media posts are very valuable even though their lifespan is considerably shorter than that of other types of content. Indeed, according to over half of marketers polled, social media can boost sales by increasing customer engagement. Social media can also support other content marketing initiatives you have. You may, for instance, produce content to advertise your blog or to hint at more substantial resources, such as eBooks. Social media platforms are a great way to add social proof to marketing campaigns because they are frequently the first place new customers learn about products from B2C brands.

When writing content for social media, one of the most crucial things to keep in mind is that you don't have much time to capture readers' attention. Think about how long it takes to swipe up on your newsfeed that's all the time you have to make an impression. Use relevant hashtags and eye-catching visuals to engage viewers before they move on.

### **7.6.3 Website Content Creation :**

There are many factors to consider when creating content for your website. To find out what kinds of content appeal to your customers and how they make decisions, you need to conduct research. Website's content should all function together in a deliberate way to create a lead generation engine. In order to give your website the most exposure possible through search engines, you must ensure that it is properly indexed. You'll also need top-notch content that gives decision-makers and buyers value right away. A website on its own will only get your brand so far, however. You also need to promote your content through social media channels, influencers and emails. Those activities, in addition to great SEO, will drive new and returning customers to your site where your blogs and landing pages will keep them moving down the sales funnel.

### **7.6.4 Content Formats :**

As previously stated, the term "content" is broad and can refer to a variety of things. Additionally, as new technologies develop, so do new kinds of content. For instance, the first social media website debuted in 1997, but the first blog debuted in 1994. Apps such as TikTok have demonstrated to marketers that there is still opportunity for creativity in content creation.

For promoting brands, some of the most effective content formats include:

- ❖ **Infographics:** Best for visualizing processes or displaying statistics, infographics are valuable top-of-funnel content that provide readers with quick, actionable insights.
- ❖ **Blogging:** Blogs and articles often form the heart of content marketing campaigns because they are bite-sized enough for readers to consume in a single sitting while also providing the time and space to dive deeply into a particular topic.
- ❖ **Podcasts:** Audio formats like podcasts enable brands to add a personal touch to their web presence. Plus, they're great for repurposing written content.
- ❖ **Videos:** Animations, interviews and other video content is highly engaging for both B2C and B2B customers.
- ❖ **Case studies:** Providing third-party evidence of your brand's value, case studies offer decision-makers useful information.
- ❖ **Webinars:** This type of visual content provides your audience with detailed information on a single topic while giving viewers the opportunity to ask questions and interact with you directly.
- ❖ **White papers:** Another form of written content, white papers typically involve more research than the average blog article.

## 7.7 KEYWORD RESEARCH :

One of the best ways to really determine what kind of content appeals to your target audience is to conduct keyword research. Actually, one of the first steps in producing content that generates leads is typically keyword research. How come? Because you can tailor your content to match the most popular search intents when you know the keywords that your audience is using.

If all goes well, keyword research will validate your existing assumptions about your target market. In the best case scenario, it can provide insights that raise conversion rates and improve customer engagement. Well-known resources such as the Google Ads Keyword Planner can assist you in identifying relevant keywords, subjects, and queries that your target audience is looking up online.

Even though it may not be entirely alive, the internet is constantly changing. The pages that rank higher in search engine results pages are constantly changing due to updates to search engine algorithms. Keeping an eye on and improving your content is similar to going to the gym. You can't stop after ten pull-ups today. You must continue working if you wish to get stronger. To put it succinctly, content optimization for websites entails updating and modifying your pages to improve their appeal to search engines and users alike. Let's take an example where you have a well-written blog post that isn't getting the response you'd like. Research on keyword gaps can help you identify topics that are lacking so you can add them.

### 7.7.1 Content generation for everyone :

The first decade of the 21st century saw the evolution of the World Wide Web into what has been described as a second generation of it which is sometimes called web 2.0. The development of faster connections meant that video and music streaming became available to a lot more people who could now use sites like YouTube to choose what they wanted to watch. It also allowed them to publish their own videos if they wanted to, making them creators rather than just consumers. The advent of social networking sites like Facebook changed the web because anyone could have a web presence online without needing a website of their own..

In fact, sites like WordPress and Blogger meant that people could publish web pages without having to learn to code or hiring a web developer. The development of the World Wide Web has facilitated an explosion in the creation of information and it has been said that more written information has been produced in the last twenty years than the rest of human history put together. The internet has also had the effect of making content generation really easy for anyone and it's no longer just the professionals that are doing it

### **7.7.2 Step-by-Step Workflow :**

Ultimately, your content creation workflow should align with unique business. One should start with these steps and make them your own:

- Review goals. Always use your business goals to frame content ideation process. Return to them frequently throughout the process.
- Determine where your content will fit in the buyer's needs. Look at your buyer journey and think about where your content should fit. Top-of-funnel content should seek to answer questions and demonstrate thought leadership. Bottom-of-funnel content will be more detailed and more focused on facilitating a purchase decision.
- Generate topic ideas. Sometimes your first idea will be the one — but that's not always the case. Brainstorm a number of ideas and consider the benefits and challenges of each. If possible, bounce your ideas off your colleagues to get a fresh perspective.
- Perform research. For a basic idea of the content creation conducting some initial research. This may include using SEO tools to identify keyword gaps and commonly asked questions. Depending on the topic, it is necessary to conduct subject matter expert (SME) interviews.
- Choose a format and create the content. Will you write a blog, create an infographic or record a podcast? Think about how your customers prefer to consume content as well as how best to present information. You'll likely need to conduct further research throughout the creation process.
- Publish and promote content. Once content is ready use social media channels and email to spread the word and attract new and returning customers to your content.
- Review content's performance. Use analytics tools to measure the effectiveness of the content. For blog articles and landing pages, it could take up to 3 months before the results start coming.
- Revise and optimize your content. If your content isn't performing up to your expectations, perform an analysis to determine what you need to do to improve it. You might need to answer more questions, cover more topics or use more relevant keywords.

## **7.8 THE FUTURE OF CONTENT GENERATION :**

In the future content generation is likely to be increasingly done by intelligent machines. Some people have described this as web 3.0 or the semantic web and it's already under development. When someone asks their smart phone for a nearby restaurant, it's an algorithm that generates the content they see on the screen. Today we are all on a personalized journey through cyberspace only seeing the small subset of information that we're interested in. Although a human being created the content, machines like search engines are filtering it for us and learning more about us all the time. Computers have not yet

reached the stage of producing books or music yet but as artificial intelligence improves, it's probably only a matter of time before they do.

## **7.9 THE CONTENT CREATION PROCESS :**

Although there isn't a single, best way to produce content, there are a few tried-and-true strategies that work well. Optimizing the creation process allows for flexibility for creators while maintaining adherence to the previously mentioned best practices. In the end, a great content creation process moves content along quickly and yields a finished product that works.

*Process of optimize Content Creation Process.* Before we get into the step-by-step process of creating excellent content, let's take a high-level overview of the process. The first step in developing and implementing a process that suits your brand's needs is to consider your goals. Formulate a list of business goals that your content marketing strategy will support. Examples of common goals include:

- Lead generation.
- Increased conversions.
- Improved brand reputation.
- Increased brand awareness.

Keep this list close at hand, and make sure all of your content creators understand it. At every stage of the creation process, you can look at your list to confirm that you're on the right track. If a piece of content or particular process doesn't serve your goals, it's a sign that you may need to revisit the drawing board. Check out our 10-step guide to optimizing the content-creation process to learn more.

## **7.10 SUMMARY :**

Content generation in new media is an ever-evolving and multifaceted process that focuses on creating, sharing, and engaging with digital content across various platforms. It prioritizes interaction, real-time communication, adaptability, and the use of multimedia elements to connect with audiences in a meaningful way. Successful content generation in new media requires a deep understanding of the target audience, adaptability, and a commitment to providing valuable, timely, and authentic content.

This introduction sets the stage for a deeper dive into the world of content generation in New Media. It underscores the transformative power of this process and how it has become an integral part of our daily lives, shaping the way we connect, learn, and engage in the digital era. As we navigate this ever-changing landscape, understanding the nuances of content generation in New Media is vital for creators, consumers, and all those who seek to make their mark in this dynamic and interconnected world.

## **7.11 SELF-ASSESSMENT QUESTIONS :**

1. What is the primary goal of content generation in new media?
2. How do you ensure that your content in new media is unique and original?
3. What role does SEO play in content generation for new media platforms?
4. Do you regularly update and refresh your content, and why is this important in new media?
5. How do you identify and target your audience when creating content for new media?
6. How do you measure the success of your content in new media?

**7.12 SUGGESTED READINGS :**

1. Epic Content Marketing: Joe Pulizzi
2. Content Strategy for the Web: Kristina Halvorson and Melissa Rach
3. Contagious: How to Build Word of Mouth in the Digital Age: Jonah Berger
4. Made to Stick: Why Some Ideas Survive and Others Die: Chip Heath and Dan Heath.
5. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content: Ann Handley
6. The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business: Mark W. Schaefer
7. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success : Sean Ellis and Morgan Brown
8. Digital Marketing for Dummies: Ryan Deiss and Russ Henneberry
1. Influence: The Psychology of Persuasion: Robert B. Cialdini

# LESSON - 8

## THE POWER OF VISUAL STORYTELLING

### AIMS AND OBJECTIVES :

Primary aims and objectives of "The Power of Visual Storytelling in New Media":

- To strengthen a brand's identity by consistently using visual elements, brands create a recognizable and memorable image.
- To learn to capture and retain the audience's attention, encouraging them to interact with the content and share it with others.
- To understand the need to create content that lingers in the audience's memory, ensuring they recall the message and the brand behind it.
- To know the intricacies as to how to tell a story that resonates with the audience. Whether it's a brand's history, a product's journey, or a social cause, the goal is to create a narrative that captivates and holds the viewer's interest.
- To harness the extraordinary potential of visual storytelling in the digital age.

### STRUCTURE :

- 8.1 Introduction
- 8.2 History Of Visual Story Telling
- 8.3 Scope For Visual Storytelling
- 8.4 Implementing Your Story
- 8.5 Increased Conversions And Sales
- 8.6 Significance Of Visuals
- 8.7 Types Of Visuals And Their Advantages
- 8.8 Key Elements Of Visual Storytelling
- 8.9 Platforms For Visual Storytelling
- 8.10 Summary
- 8.11 Self-Assessment Questions
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### 8.1 INTRODUCTION:

Visual storytelling is a powerful tool for eliciting emotions. It allows the audience to connect with the content on a personal level, fostering empathy, relatability, and a sense of belonging. The Power of Visual Storytelling in New Media," an immersive course designed to equip with the knowledge and tools

New media is a dynamic and ever-evolving landscape, where the traditional boundaries of communication are continuously pushed, and attention spans grow shorter by the day. In this environment, the art of visual storytelling emerges as a transformative force, capable of transcending linguistic barriers and resonating with audiences on a profound level. Visual storytelling is more than just images and videos; it's the fusion of compelling narratives, aesthetics, and technology to convey messages that leave a lasting impact. Whether you're a content creator, marketer, journalist, or simply an individual looking to enhance your online presence, this course will empower you to navigate the intricate world of new media with confidence.

## **8.2 HISTORY OF VISUAL STORY TELLING :**

The history of "The Power of Visual Storytelling in New Media" course is a fascinating journey that reflects the ever-evolving landscape of digital communication and content creation. This course has been pivotal in helping individuals and businesses harness the potential of visual storytelling to engage and connect with their audiences in the digital age. The roots of visual storytelling in new media can be traced back to the early 2000s. As the internet and digital media gained prominence, there was a growing need for more engaging and shareable content. Early blogs, websites, and social media platforms started incorporating visuals to enhance the user experience. The mid-2000s saw the rapid rise of social media platforms like Facebook, YouTube, and Flickr, allowing users to share photos, videos, and stories. Visual content became a dominant form of communication. People began using visuals to express themselves and connect with others online. The late 2000s brought about a significant shift with the widespread adoption of smartphones and tablets. This made visual content even more accessible, as people could create and consume visuals on the go. Mobile apps for photo and video sharing, such as Instagram and Vine, gained immense popularity. During this decade, businesses recognized the power of visual storytelling for marketing and brand promotion. They started using platforms like Instagram, Pinterest, and YouTube to reach their target audiences. Infographics, videos, and image-based content became integral to marketing strategies. Around 2014, the demand for expertise in visual storytelling grew, leading to the development of courses dedicated to this subject. Educational institutions and online learning platforms began offering courses that emphasized the importance of visuals in conveying messages effectively. In post 2016 times visual Storytelling aimed to provide in-depth knowledge and practical skills to individuals, marketers, and content creators looking to leverage visuals in the digital realm.

## **8.3 SCOPE FOR VISUAL STORYTELLING :**

In the digital age, visual storytelling is a powerful and essential skill for communication, marketing, and engagement. It is an art of conveying compelling narratives through visual media in various digital platforms. From social media posts and videos to infographics and interactive presentations, students will learn how to craft stories that captivate audiences and convey meaningful messages.

To excel in this area the following practical skills and knowledge are necessary to excel in the world of new media and content creation.

### **Target Audience :**

Visual storytelling typically encompasses various techniques and strategies for creating impactful content that resonates with digital audiences. It often involves the use of multimedia platforms and tools to craft narratives that not only capture the viewer's attention but also deliver information or emotions in a memorable manner. Visual storytelling can be used for a wide range of purposes, including marketing, journalism, entertainment, education, and advocacy.

### **Controlling the Narrative :**

In today's business climate, it's more important than ever to control the narrative around your brand. That means creating a story that works for you and resonates with your audience. A positive narrative can help attract new customers and maintain loyalty among existing ones. A well-crafted story can also help you stand out from the competition. Content marketing is the perfect tool to help you do just that. By creating and distributing high-quality

content, you can shape how people see your brand and ensure your message is always front and center. To control the narrative, you need to understand what your customers want and need. What are their pain points? What are their goals? Once you understand your audience well, you can start creating content that addresses their needs and speaks to their interests.

### **Different channels :**

It's also important to be aware of the different channels through which you can reach your audience. Where do they spend most of their time online? What kind of content do they consume? Answering these questions will help you determine where to focus your content marketing efforts for maximum impact.

### **Lead Generation :**

Creating informative and engaging content can attract potential customers to your website or blog, leading to sales or conversions. Content marketing can help you generate leads in a number of ways. First, by providing valuable information that solves your target audience's problems, you can establish trust and credibility with them. This will make them more likely to do business with you when they're ready to buy. Another way content marketing helps with lead generation is by driving traffic to your website or blog. The more people see your content, the more likely it is that some of them will become leads. Once you have their attention, you can use effective CTAs to encourage them to take further action, such as signing up for your email list or contacting you for a consultation. You can boost your sales and grow your business by creating quality content and using it to attract and nurture leads.

### **Stand Out in the Crowd: The Industry Expert :**

In a world where businesses are constantly vying for attention, ensuring you stand out from the crowd is more important than ever. One way to do this is by positioning yourself as the industry expert through content creation. By creating quality content that is both engaging and valuable, you can show potential customers that you know what you're talking about. You also establish that you're the go-to source for information in your field and attract clients looking for trusted experts to help them make decisions. While it won't happen overnight, eventually, you will become seen as an industry expert. And, when you become known as an expert in your field, people will be more likely to do business with you. They'll see that they can rely on you for accurate information and sound advice, leading to increased sales and repeat customers.

## **8.4 IMPLEMENTING STORY :**

The first step in taking visual storytelling from theory to reality is setting a goal. A mindless stream of content does not fulfil an overarching strategy. Having a clear understanding of the role visual storytelling is to play in a professional's business will make all subsequent platform and image decisions more effective and efficient.

The next step is auditing and analyzing one's current social-media use and content. Track which platforms, types of visuals, and times a day you are receiving the most engagement. Additionally, listen to what consumers are asking for or discussing on these platforms to gauge what needs are and are not being met with one's own and competitor's content. Once the consumer demand is identified, determine the platforms, content mix, and frequency to use based on the audit of current efforts.

Professionals need to plan for the unexpected when implementing a visual story. Cross-functionality of marketing and public relations will allow professionals to promote current content and cope with market changes, customer requests and complaints. Finally, professionals should be constantly creating and obtaining unique, stunning visuals for consumer engagement. This engagement also requires company feedback and response when users engage in the visual content in order to keep the conversation going.

### **8.5 INCREASED CONVERSIONS AND SALES :**

Conversions and sales are the lifeblood of any business, so it's no surprise that content marketing can have a big impact on these metrics. By creating high-quality, targeted content, you can attract more leads and convert them into customers. With targeted, valuable, and personalized content, you establish a relationship with your leads and target audience, which is essential for driving conversions and sales. Furthermore, informative content can help educate your audience about your product or service, making them more likely to purchase from you. Content marketing can also help you close sales by assisting prospects in understanding why your product or service is the best solution to their problem. By creating compelling case studies, demo videos, and other types of content highlighting the results of using your product or service, you can increase the likelihood that prospects will take the next step and become paying customers.

Content marketing is all about creating a relationship with your audience. Creating content relevant to their interests and needs can build rapport and create a deep connection. This connection allows you to build trust and credibility, which are essential for any successful business. When you have a deep connection with your customers, they are more likely to be loyal to your brand and stick with you through thick and thin. They will also be more likely to recommend your business to others, which can help you attract even more customers. So if you're looking to build a strong relationship with your target audience, content marketing is the way to go. It's an effective and affordable way to reach out to your customers and create a lasting connection.

### **8.6 SIGNIFICANCE OF VISUALS :**

Visual storytelling is defined as “the use of images, videos, infographics, and other visuals on social media platforms to craft a graphical story around key brand values and offerings.” Visual storytelling is a result of the evolutionary process behind social media. This evolution began in the late 1990's when blogging platforms quickly moved toward MySpace and, eventually, the myriad social media platforms present today.

Questions like, what will the rise in social media mean for real-estate professionals or will the visuals really make a difference when compared to text alternatives, could be asked. According to data and research, we can conclude that the answer is “yes.” 90% of information transmitted to the brain is visual, and visuals are transmitted to the brain 60,000 times faster than text (Eagling 2014). According to MPG Advertising (2014) for 67 % of consumers, clear and detailed images carry more weight than product information, descriptions and customer ratings. For instance, a Facebook post that includes photographs results in a 37 % increase in engagement. Furthermore, page traffic grows an average of 12 % for publishers who use infographics versus those that do not (Alexander 2012). According to a study conducted by Eye View Digital (2014), conversion can be increased by 80% when video is used on a landing page.

This research demonstrates the necessity for real-estate professionals to master the available social-media platforms and to leverage appropriate visuals to improve online traffic, increase prospects and conversion, and successfully market their brand. Two key metrics provide perspective on the target audience's level of engagement: open rates and click-through rates. Useful for observing trends, the open rate is measured by the number of times an email message is opened. The open rate can be measured as gross or unique. While the gross open rate (which represents the number of times an email is opened either by original recipients or others to whom the email has been forwarded) is an interesting metric, the unique open rate narrows this definition to include just one opened email per one recipient. Thus, the unique open rate tells us how well we are reaching our subscriber audience. Open rates are not the only significant measure of subscriber engagement. In fact, the click-through rate measures the percentage of email messages that captured at least one click from a recipient. As a result, the click-through suggests a level-deeper engagement.

### **8.7 TYPES OF VISUALS AND THEIR ADVANTAGES :**

Well-composed photos are not a foreign concept to companies. Photography represents a good start for a company's visual storytelling. Companies tend to use these photos for websites, ads, news media and retail. Using realistic photographs is an excellent way to connect with consumers and communicate sincerity, because consumers desire realistic and mission-aligned images. User-generated visuals are also useful for communicating sincerity with users. Collaborative storytelling that involves the company and consumers deepens their relationship and in return can lead to improved brand loyalty and referrals. Additionally, user contributions can shed light on motivations and interests of individual and mass consumers, which can later be incorporated into internally created visuals.

Graphs are helpful to simplistically and easily communicate a more technical product or message. Often, visualization of data makes the information easier to understand and share with others. Other types of visuals can be used for capturing audience attention and interest. Photo collages can sometimes communicate more of a story than a single image. Photos with text overlays are an enhancement of a traditional image. This photo-text approach allows more control over the interpretation of visuals as well as the message communicated prevents important captions from being overlooked. Postcards and e- cards are a unique modernization of a traditional message medium. Word photos, memes, cartoons, GIFs, and infographics can be used to communicate messages with inspiring, humorous, or informative themes. Videos and presentations take storytelling a step further by communicating an entire process or product in an easy-to-follow and entertaining format. This would be best used if a single image would not be representative or informative enough for consumers.

### **8.8 KEY ELEMENTS OF VISUAL STORYTELLING :**

Design is all about embracing the visual imagery. Think about creating a unique visual that is stunning or inspiring to consumers. Authors, Gioglio and Walter, suggest collaborating with talented artists and photographers to feature remarkable imagery. A single piece of content should not be used for every platform or outlet in which a company markets itself. Each platform has distinct features that foster different types of company and consumer engagement. Personalization, an element of visual storytelling, can help with the process by tailoring visual content to the specific platforms utilized. Additionally, adapting content to these outlets will prevent redundancy. Most consumers connect to companies and professionals through multiple social-media platforms. Seeing the exact same images across

platforms will cause disinterest and a decline in engagement. Maintaining a consistent theme throughout distinct content will tell a story without boring one's consumer base.

Usefulness, another element of visual storytelling, adds value beyond mere marketing information, prompting more interest, engagement, and loyalty from consumers. Adding tips, advice, and "how-tos" through visual content can be a great way to engage consumers rather than just promoting one's services. Measuring the engagement of this useful content can help professionals identify motivations and needs of consumers, leading to further refined visual storytelling.

## 8.9 PLATFORMS FOR VISUAL STORYTELLING :

- Pinterest is a pin-board site where users share images on boards based on particular themes. Using catchy board titles, attractive images, and strong themes to tie pins together will attract consumers to your pins.
- Youtube is the second largest search engine in the world after Google (Bullas 2014). Because Google owns Youtube, using appropriate titles, key words, and video descriptions is an optimum way to leverage the world's largest search engine. The site allows for visual content in the form of videos, among other things. Users, particularly marketing professionals, can create entire YouTube pages with customizable banner titles, introductory trailer videos, and video lists. Additionally, users can incorporate hyperlinks directly into videos, allowing traffic to be driven directly to company websites and other social media pages. The key to leveraging this platform is to entertain. While some videos may be informational or a response to consumer questions, videos should be entertaining and not a sales pitch. Additionally, limiting the length of one's video, targeting specific topics, and getting creative will generate and maintain consumer interest. Stock graphic representation of social media channels.
- Facebook currently has 1 billion users and more than 77 percent of business-to-consumer (B2C) companies and 43 percent of business-to-business (B2B) companies acquired customers through Face book (Jorgensen 2012). Face book offers the perfect platform to share photos as well as videos, user-generated content, and visual contests for consumers, generating conversation, which then prompts consumer likes, comments and shares.
- Twitter, a micro blogging platform, has recently allowed easy incorporation of images with each microblog, or tweet. According to a study conducted by the Anderson School of Business at UCLA, 76 percent of content shared on Twitter included an image. The key to mastering story telling on Twitter is to develop a theme and a voice that tailors every image and message accordingly. Without presuming that a follower is going to a company's Twitter page to read previous tweets, each tweet message should easily stand-alone. Tweets should also be fresh, consistent, and should show the more casual, relaxed, side of one's brand.
- Instagram is all about images with 40 million photos posted on Instagram daily and about 8500 likes and 1000 comments occur every second. Professionals can create a page that humanizes the brand through photos. Additionally, using a hashtag as the page's banner notifies consumers on the best way to tag a company or brand in photos, allowing companies to effortlessly leverage user-generated content.
- Tumblr is a blogging platform intended for short, simple, visual inspiration. The platform's key differentiation is the ease of reblogging and the simplicity of one's page. Vine similarly leverages simple re-shareable visuals, but in the form of 6-second videos.

- Slide share allows for online sharing of presentations and other content, such as webinars, word and PDF files. Content is shared and tagged on Slide share, and embedded into blogs and websites. This platform is primarily used and most effective in B2B interactions and professional communities.
- Google+ is now the second largest, social media platform and has 80 percent unique users (Sullivan 2013). Like YouTube, this platform leverages the world's largest and most used search engine. The platform facilitates brand pages that incorporate the networking features of LinkedIn and the usability of Facebook. This platform allows for community features as well as video streaming. Google+ is better positioned for visual interest with a significantly expanded cover image and the ability to filter which segments of followers get which visual content.

### **8.10 SUMMARY :**

The role of visual storytelling in New Media is pivotal and transformative. In today's digital landscape, where information overload is the norm, visual storytelling serves as a powerful tool for capturing and retaining the audience's attention. It bridges the gap between traditional storytelling and the dynamic, interactive nature of new media platforms. Visual storytelling engages viewers on a deeper level, as it combines compelling narratives with visually captivating elements such as images, videos, infographics, and interactive content. Through carefully crafted visuals, it has the ability to convey complex information more effectively, making it accessible and engaging for a wide range of audiences. Furthermore, it leverages the emotional impact of images and videos to create connections, evoke empathy, and leave a lasting impression. In an era where digital platforms are the primary means of communication, visual storytelling not only informs but also influences, persuades, and entertains, allowing for more dynamic and interactive content experiences. It adapts seamlessly to the ever-changing landscape of new media, including social media, mobile apps, and emerging technologies, making it an essential component of effective communication and content creation in the digital age. Visual storytelling in New Media has the unique ability to cut through the noise and deliver memorable, shareable, and impactful narratives that resonate with a diverse and digitally savvy audience.

It represents a dynamic shift in how stories, information, and ideas are communicated, leveraging the engagement potential of visuals to capture the attention of online audiences. In this context, visual storytelling is not merely about presenting content; it's about creating immersive, emotionally resonant experiences. This practice encompasses a sophisticated fusion of multimedia elements, a well-structured narrative arc, and a deep understanding of audience preferences and behaviors in the digital landscape. Whether it's for marketing, journalism, entertainment, education, or advocacy, the central goal is to communicate messages effectively by appealing to the visual and emotional senses of the audience. Visual consistency, interactivity, and adaptation to various digital platforms are key considerations, allowing storytellers to navigate the ever-evolving digital media landscape and create narratives that are not only memorable but also leave a lasting impact. In essence, visual storytelling in New Media is about using visuals as a powerful tool to connect with audiences, convey information or emotions, and leave an indelible mark on the digital canvas of the 21st century.

### **8.11 SELF-ASSESSMENT QUESTIONS :**

1. What is visual storytelling, and why is it important in the context of New Media?
2. Can you explain the key elements of an effective visual story, including narrative structure, emotional impact, and audience engagement?

3. How do you approach the selection of visuals and multimedia elements to enhance a story's impact?
4. What role does audience research and segmentation play in crafting a successful visual story for New Media?
5. Give examples of different digital platforms where visual storytelling can be utilized effectively. How does the choice of platform impact the storytelling approach?
6. Describe the concept of interactivity in visual storytelling and provide examples of interactive elements that can be incorporated into a visual story.
7. How do you ensure visual consistency in a visual story, and why is it important for maintaining brand identity and message coherence?

### **8.12 SUGGESTED READINGS AND REFERENCES :**

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3. Data Points: Visualization That Means Something: Nathan Yau
4. Storytelling with Data: A Data Visualization Guide for Business Professionals: Cole Nussbaumer Knaflic
5. The Art of Interactive Design: A Euphonious and Illuminating Guide to Building Successful Software: Chris Crawford
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## LESSON - 9

# UNDERSTANDING THE MASS PSYCHOLOGY

### AIMS AND OBJECTIVES :

Aims and objectives of this topics mass psychology are

- To predict and analyze how users will interact with and react to various forms of digital content.
- To recognize and address cognitive biases that may lead to irrational decision-making and belief systems in online communities.
- To utilize emotional triggers effectively that resonates with the audience, evokes empathy, or triggers desired actions.
- To use knowledge of mass psychology responsibly and avoid manipulation or misinformation.
- To identify the factors that influence the collective behavior of online audiences, including social, cultural, and technological aspects.
- To create content that is relevant, engaging, and valuable to the audience, driven by a profound understanding of their psychological triggers.

### STRUCTURE :

- 9.1 Introduction
- 9.2 Overview
- 9.3 Intricate interplay
- 9.4 Media and Psychology
  - 9.4.1 An Uneasy Relationship
  - 9.4.2 Processing Information
  - 9.4.3 Health
    - 9.4.3.1 Mental Health
    - 9.4.3.2 Physical Health
- 9.5 Functions of Media Psychology
- 9.6 Theories
  - 9.6.1 The Affective disposition Theory
  - 9.6.2 Simulation Theory
  - 9.6.3 Theory of Play
  - 9.6.4 Media as Gatekeeper
- 9.7 Role of Media Psychology
- 9.8 Understanding mass psychology
- 9.9 Role of Media In Social Life
  - 9.9.1 Changing Ways of Interaction
  - 9.9.2 Increasing the Amount of Content to Consume
- 9.10 Summary
- 9.11 Self- Assessment Questions
- 9.12 Suggested Readings

## 9.1 INTRODUCTION :

Understanding the mass psychology in the introduction of new media content creation is an essential aspect of crafting engaging and influential narratives. Mass psychology in new media explores how collective behavior, opinions, and emotions are shaped by digital content. It is a key driver behind the success and impact of media platforms and campaigns.

Mass psychology refers to the collective behaviors, emotions, and responses of a large group of people. In the context of new media content, it is crucial to comprehend the audience's psychology, as it helps content creators connect on a deeper level with their target demographic. Effective content creation is not just about producing visually appealing or informative material; it's about knowing how to tap into the emotions, desires, and motivations of the masses.

You are probably familiar with the idea of media and social media and how they are thought to positively impact human psychology. The American Psychological Association (APA) recognized media psychology in 1986, as we learned in the previous unit. Despite being a distinct field of study, it covers a number of other psychology-related subjects in addition to media studies, communication science, sociology, and political psychology. This may be among the fundamental causes for the later-than-optimal recognition of media psychology. A special category was not created for this until researchers came to various conclusions through their research.

Nonetheless, the American Psychological Association (APA) renamed itself as the Division of Media Psychology and Communications Technology in the 1990s due to the numerous connections with other disciplines. Even though the difference might not seem like much, academically speaking, it clarifies concepts. It considers how technology has shaped modern media and, in turn, how that has affected human psychology. In the previous unit on technological determinism, we had a brief discussion on how technology shapes society. Media scholar Marshall McLuhan defines media as a "extension of ourselves" and claims that it is impossible to define precisely because it is always evolving. He was saying that there is no inherent meaning in the media and that it lacks the capacity to influence. Rather, it is the individual who perceives the information as per their ability and then uses that information to shape the world around them. Some might agree, and many might also disagree with him. However, all will acknowledge to the fact that media and psychology do share a relationship. If you observe, you will notice how advertisements, movies, politics, etc., use the understanding of human psychology to influence or move them. Similarly, psychology aims to understand to what level this impact is possible. Thus, research under this topic becomes crucial in understanding the scope of media's effect on human psychology.

Additionally, it can raise people's awareness and help them become more mindful of what they eat. Consequently, the public will become more informed and conscious and be less susceptible to manipulation. This unit will start with an understanding of the complex relationship between psychology and media, and then it will go on to explain the various kinds of media psychology research, their accomplishments, and the moral dilemmas they face.

## 9.2 OVERVIEW :

In an era where digital communication shapes public opinions, consumer behaviors, and social interactions, comprehending mass psychology in the realm of new media content creation is a crucial skill for content creators, marketers, and

communicators to navigate and succeed in the ever-evolving digital landscape. It explores the psychology behind the virality of content, the impact of social influence, and the dynamics of online communities and delves into the collective behaviors, attitudes, and motivations that drive online audiences. Studying mass psychology in the context of new media content creation allows to gain a deeper understanding of how to craft messages, visuals, and narratives that resonate with diverse online audiences. They learn to leverage psychological principles to create content that engages, persuades, and fosters meaningful connections with viewers. Furthermore, the course explores the ethical considerations of influencing mass psychology, equipping students with the knowledge to produce content that is not only engaging but also responsible and respectful of the digital society.

### **9.3 INTRICATE INTERPLAY :**

Understanding the Mass Psychology in the context of new media content creation involves exploring the intricate interplay between psychological principles and the production of digital content for a mass audience. The mass Psychology delves into the dynamic field of new media, which encompasses a wide array of platforms, from social media to web content, online advertising, and beyond. It seeks to unravel how human behavior, emotions, and cognition influence the creation of content that resonates with and impacts large online audiences.

### **9.4 MEDIA AND PSYCHOLOGY :**

New media pages; provides the updates from people you have befriended or followed? Not entirely. The sole purpose is not to stay connected with people you know. From TV to surfing internet on phone or on your laptop, these are all constantly providing you with information that can get overwhelming. It has become a platform for businesses to sell, has given individuals the chance to become 'influencers', for people to find entertainment, and many more reasons.

Media is not just something that people around the world use for entertainment purposes. It is the source of information about the world, it keeps one updated on the news, it is a means for people to find work, and for many such essential features, without which many of our comforts will be taken away. Furthermore, newer forms of media have given a voice to the general public, which has had positive as well as negative effects. The interaction between media and human beings is high, and so is the relationship between human beings and psychology. In a way, what is pivotal in the relationship between media and psychology is their connection with humans.

#### **9.4.1 An Uneasy Relationship :**

As a culture, the public are living through two revolutions at once: the technological revolution and the revolution toward acceptance and transparency of one's own subjective experiences. These two cultural events happen simultaneously and have unique interactions. The paragraphs that follow will look at this. Not just for entertainment, people use media for a multitude of purposes worldwide. Many of the comforts would disappear without it since it serves a variety of vital purposes, including providing people with a way to find work, keeping one informed about current events, and providing knowledge about the outside world. Thanks to contemporary media, the public now has a voice, which has both positive and negative effects.

### 9.4.2 Processing Information :

From a biological perspective, we know that human brains are hardwired to notice change because the change in the environment increases the probability of danger. The culturalist approach suggests that the meaning or interpretation of media is subjective or individualized. Since perception involves all the senses and also giving meaning to all information a person takes in, different people can get different meanings from the same media. The memory has patterns of organization, also called scripts or schemata, which contain strings of associations that are activated by new experiences. New fragments of information are added to the existing scripts whenever we experience something new. Perception is also affected by our belief systems, attitudes, and needs.

The communication through technological gadgets is easy when compared to face to face communication because of the psychological theory of mind and emotional involvement. In an ultimatum game, the divider is in charge resource distribution with a second party. In most cases, money is the resource, which the divider has control over and can choose as much as he wants. The recipient must accept the consequential offer if he is satisfied with the share. Alternatively, he can reject it in protest, especially if the money does not fulfill the intended needs. Failure to agree on the share means that both the players have no financial shares. Media psychology is in a unique position to involve both researchers and practitioners due to its diverse history and expanding interdisciplinary reach. The mental processes investigated range from deliberate and thoughtful decision making to reflexive responses and a variety of processes in between. An understanding of mental processing is important to every aspect of communication and communication professions from advertising to entertainment and computer games to computer collaboration systems.

### 9.4.3 Health :

Specific projects focused on media psychology in our department include children's responses to health messages, emotional contagion in instant messaging, entertainment narratives in health communication, and decision-making in computer-mediated work teams. The connection with the public created through media allows the sharing of information garnered from psychological research; yet beyond that, providing general advice through the media also requires an understanding of how best to create media so as to allow for an understanding of such research. Discoveries are being made at an accelerated rate in the social sciences, and the ability to share that information accurately with the public is an invaluable application of psychological media research. Media psychology is a field with a diverse past and rapidly expanding future that offers both research and educational opportunities for students in any area of psychology.

#### 9.4.3.1 Mental Health :

- ❖ **Provides a sense of belonging:** Everyone wants to fit in to some degree, so when a friend or family member posts on our Facebook wall, we feel accepted.
- ❖ **Makes it easy to find role models:** Social media facilitates connecting with people who share interests or concerns. If you're training for the Boston marathon and finding it hard to go that extra mile, connecting on social media with your running hero can give you an inspiration boost.
- ❖ **Increases trust:** A study by Valenzuela, Park and Kee showed that Facebook increases trust among users because the detailed information provided by contacts reduces uncertainty about their intentions and behaviors.

- ❖ **Increases bonding while decreasing loneliness:** When people have one-on-one interaction on social media (e.g., getting a “like,” instant message or comment), they feel more bonded, a Carnegie Mellon University study showed.
- ❖ **Makes us happy:** That’s right. Despite all the talk about “Facebook depression,” social media does make us feel better—but only while actively engaged. University of Missouri psychologists discovered that the actively engaged test subjects experienced a physiological response that indicated an increase in happiness. This increased happiness, however, went away once subjects switched back to passively browsing.
- ❖ **Spreads happiness to others:** Researchers found that happiness spreads across social networks to at least three degrees of separation.

#### 9.4.3.2 Physical Health :

- ❖ **Positively affects how people manage their health:** More than 40 % of users have improved their health habits as a result of what they read on social media.
- ❖ **Improves health via smartphone apps:** Having a phone app at hand helps keep users focused on exercise, diet and weight, plus some apps have social features so other users can provide additional support.
- ❖ **Increases quality of healthcare:** 60% of doctors think the quality of care they provide is improved because of social media

### 9.5 FUNCTIONS OF MEDIA PSYCHOLOGY :

The mass media serves several general and many specific functions. In general, the mass media serves information, interpretation, instructive, bonding, and diversion functions:

- ❖ **Information.** We have a need for information to satisfy curiosity, reduce uncertainty, and better understand how we fit into the world. The amount and availability of information is now overwhelming compared to forty years ago when a few television networks, local radio stations, and newspapers competed to keep us informed. The media saturation has led to increased competition to provide information, which creates the potential for news media outlets, for example, to report information prematurely, inaccurately, or partially.
- ❖ **Interpretation.** Media outlets interpret messages in more or less explicit and ethical ways. Newspaper editorials have long been explicit interpretations of current events, and now cable television and radio personalities offer social, cultural, and political commentary that is full of subjective interpretations.
- ❖ **Instructive.** Some media outlets exist to cultivate knowledge by teaching instead of just relaying information. Major news networks like CNN and BBC primarily serve the information function, while cable news networks like Fox News and MSNBC serve a mixture of informational and interpretation functions. The in-depth coverage on National Public Radio and the Public Broadcasting Service, and the more dramatized but still educational content of the History Channel, the National Geographic Channel, and the Discovery Channel, serve more instructive functions.
- ❖ **Bonding.** Media outlets can bring people closer together, which serves the bonding function. For example, people who share common values and interests can gather on online forums, and masses of people can be brought together while watching coverage of a tragic event like 9/11 or a deadly tornado outbreak.
- ❖ **Diversion.** We all use the media to escape our day-to-day lives, to distract us from our upcoming exam, or to help us relax. When we are being distracted, amused, or relaxed, the media is performing the diversion function.

## **9.6 THEORIES :**

A creator's consciousness, including personal constructs, perception, logical and conceptual, emotional and sensual, evaluating and motivating elements (values, value systems, peculiarities of reflection), and the outcomes of their activities, as expressed in a text, are studied in various theories related to media psychology.

### **9.6.1 The Affective disposition Theory :**

This is used to differentiate the perspectives on different forms of media, with attention focus. It is based on the emotions and opinions of the person towards characters, enjoyment, and appreciation from people, those individuals that form feelings about characters that are both positive and negative, and the media that focuses on the conflict, and how people react.

### **9.6.2 Simulation Theory :**

This is a theory that argues that the mental simulations that happen don't fully leave out the external information that's near the user. Rather, it's stimulated and reshaped into memories to run the simulation that's there. It's why the user creates experiences without technology, simply because of the relevance of the internal processing there.

### **9.6.3 Theory of Play:**

This is a psychological theory that plays a key part in media enjoyment, with the idea being that it has a more conceptual connection to the presence. The activity of playing gives consistent results, and this theory is characterized by three things: that it's attractive and intrinsically motivated, that it implies a change in our perceived reality, that it's frequently repeated, and the theory of play was based on explanations from different psychologists, and it's based on how an individual uses media to be satisfied, and how the media changes one's life. The play is self-contained, but people are impacted both negatively and positively from what they see around them, and looking at the different forms, it can showcase how someone reacts to the desires in their environment.

### **9.6.4 Media as Gatekeeper :**

Media outlets fulfill a gate keeping role in addition to the previously mentioned ones, which entails influencing or controlling the information that is disseminated to their audiences. Mass communication experts have studied and debated this role for many years. In general, the mass media relays information while restricting, reinterpreting, expanding, and relaying (Bittner, 1996). When it comes to communication, mass media relies on a third party to transmit a message from one person to another. Mass media messages must "hitch a ride" on another channel in order to be received, in contrast to interpersonal communication, which only needs a single channel or sensory pathway. For instance, the cover story for Sports Illustrated that you can read at SI.com passed through multiple human "gates," such as a writer, editor, publisher, photographer, and webmaster, as well as the Internet, one media "gate." To receive messages from the media, we also need more than just our senses. Even though all you usually need to comprehend what someone standing in front of you is saying is hearing and/or sight, to read that SI.com cover story, you'll need a computer, smartphone, or tablet. To put it briefly, relaying is the gatekeeping function of message transmission. Typically, this involves technology and equipment that we do not have access to or control over, but which the media outlet does.

Regarding the limiting gatekeeping function, media outlets choose whether or not to

forward information to the media channel for dissemination. Nearly every message is edited due to the scarcity and high cost of commercial media space, which is limiting by nature. Since editing is required, a limited message does not always imply that the message is poor or that it has been manipulated. However, a variety of factors, such as time restraints, pressure from advertisers, censorship, or personal prejudice, can affect the editing decisions made. We can focus on already-limited content, for instance, thanks to cable channels and niche websites, saving us the trouble of sorting through everything ourselves.

Gatekeepers also have the ability to enlarge messages. A blogger might, for instance, take an article from a more established news outlet, fact-check it, conduct more research, speak with more sources, and then publish it on their blog. In this instance, expanding enables us to obtain more information than we otherwise could, improving our level of knowledge. Conversely, a gatekeeper who enlarges a message by fabricating details or fabricating evidence

### **9.7 ROLE OF MEDIA PSYCHOLOGY :**

The role of the media psychologist is to examine the interaction between people and various types of information that are delivered via some technological medium. The field of media psychology developed from both a concern for the effect of different types of technology on people of all ages and a desire for technologically-driven companies to capitalize on behaviors associated with different types of media. Professionals in this field attempt to identify everything from learning outcomes of educational technology to the effects of prolonged exposure to a specific form of media. For example, professionals in this field might concentrate on the influence of television, radio, or print advertising on consumers. Other areas of focus include researching and analyzing the role of social media in interpersonal communication and social behaviors. The ways in which individuals interact with various types of interfaces is also an area of media psychology that is beneficial for different organizations. For instance, media psychologists might study the effects of video game graphics and sound on children, the level of understanding of online educational material on adult learners, or the effects of subliminal product messaging in film and television on adolescent purchasing behaviors. The human reaction to change--resistance--is normal. Humans also have the added gift of selective memory to help maintain cognitive comfort. The rapid introduction of technology is unsettling and has triggered a spectrum of reactions, from enthusiasm to distrust. We all come to grips in our own ways with change. As technology changes our lives, we are forced to change how we view the world. Human beings are not really very good at that. Media psychology only recently becomes an official academic discipline. Media and social media are distributors and drivers of social change. We need an increased understanding of the effects of media to help manage our future. Our community must grapple with our cultural or religious sensitivities. If we don't shape our future, it will shape us. Yet, the last 50 years have produced valuable and interesting work in media psychology-related research and study, much of it from outside of psychology. Our collective anxiety over the impact of media on individuals and society, such as the portrayals of violence, consumer manipulation, or information overload has fueled a good bit of the research. If someone is interested in working with people in a mental health treatment capacity, then the logical next step is a clinical psychology program-- even if he or she wants to use media technologies within that practice. First become a clinician and then learn how to translate that to technology. Nothing is worse than bad psychology in volume. As most people know, working with clients as a mental health professional requires specific training, supervised practice, an internship, and has licensing requirements. The value of positive psychology has been validated. Positive media messages are helping to improve public

understanding of major social and medical consequences of issues affecting the public, such as body weight, diet, lack of exercise, high cholesterol and hypertension, to highlight only a few.

### **9.8 UNDERSTANDING MASS PSYCHOLOGY :**

The study of psychology looks at the audience's reactions, perceptions, behavioral strategies, psycho-social adaptability, and psychological well-being in relation to media environments and texts. The study of media psychology is growing in popularity as researchers look into how media influence affects audience traits and psychological states. Experts also look at other factors that contribute to the rise in social aggression, such as national conflicts, fanaticism, terror, and other extreme ideologies.

- The traits of communicators and the methods and strategies that influence audience expectations and preferences are the main areas of study for media psychologists. The results of media psychology are used to build social and psychological media audience models that appear in a dialogue, as well as to structure technologies of operational communications with the audience and game realization in journalism..
- The goals of media analytics are to reveal the psychological foundations of information campaigns and their impacts, as well as to analyze media content from the standpoint of informational and psychological security. By educating the public about the methods used by the media to sway opinions, media education seeks to increase an individual's sense of psychological and information security.
- Psychology considers the most significant discovery of the mechanisms associated with a person's creative behaviors when researching creativity. A subfield of media psychology is dedicated to the study of creativity as a process of creating something new and original in many sectors and activities of a media worker, as well as the formation and development of his creative potential. In addition to motivational and individual elements in the generation of an information product, scientists emphasize comprehension of the function and place of scientific procedures in creative thinking.
- G. N. Malyuchenko singled out several phenomena that go hand in hand with contemporary processes in media psychology, including the waning of state influence over the media through economic and legal means, the mass acceptance of cultivated media images as standards of success in the face of an excessive flow of information, the emergence of irrational elements in daily communication, and the structure of how mass consumers and producers of media products perceive the world. The following trends in the development of the modern media environment, in Malyuchenko's opinion, have emerged: the media serve as the most effective tool for a legitimate impact on the mass consciousness; the effectiveness of the media is determined by the independent nature of the establishment of key themes and format of cooperation, as well as the ongoing confidence of the state and society; the media seek the multidimensional influence of a media consumer.
- Because of their stature in the media system, their place in political interactions between the government and the populace, and their stance on various issues, the mass media play a significant role in political management and the provision of mass loyalty to the current government. The media may be both helpful and harmful in the political process. The media contributes to the technological advancement of "information wars," "velvet revolutions," racial mobilization, and efficient techniques of psychological influence on the audience that alters the behavioral strategy, inevitably raising the issue of data security and access to information resources.

- The audience's communicative behavior is drastically altering due to the new reality. Here begins a drama about media manipulation, which calls for deploying psychological defensive mechanisms against information stimulation that can cause hysteria, insanity, and isolation. It also calls for defense mechanisms to protect freedom from mind control, moral pressure, and prejudice. Hysteria, psychosis, isolation, and rejection are frequently brought on by the negative effects of journalism, including violence on television, frustration with the media, mind control, psychological pressure, and discrimination.
- In recent years, media psychologists have developed an interest in the study of the effects of violent demonstrations. The study of how interconnected global computer networks affect human behavior is related to the emerging discipline of media psychology research. The "virtual world" of the Internet as a communication tool enhances cognitive, gaming, and conversational activities, the results of which can be both advantageous and detrimental.

## **9.9 ROLE OF MEDIA IN SOCIAL LIFE :**

The media plays a significant role in shaping our social lives and how we interact. Previously, media was primarily consumed through traditional television, radio, and print platforms. However, with the proliferation of the internet and social media, the media landscape has changed dramatically, and the role of media in our social lives has also evolved.

### **9.9.1 Changing Ways of Interaction :**

There has been an issue of creating a false sense of self on these platforms, which is then reinforced through the validation one gets here. The adolescent population, still in a crucial and malleable stage of development, tends to get drawn to these platforms as they provide escapism from their own complicated lives. This may significantly impact their identity and self-concept. Valkenberg and colleagues have found that social media use in adolescents is associated with low self-esteem and self-worth.

The anonymity of these platforms is inviting for those who find face-to-face interaction tenuous. However, there is a risk of cyber bullying and delving further into isolation that comes with investing too much in this artificial reality. Researchers found that communication with strangers in chat rooms increased feelings of isolation and dejection and decreased companionship delving further into the isolation that comes with investing too much in this artificial reality. Communication with strangers in chat rooms increased feelings of isolation and dejection and decreased companionship.

### **9.9.2 Increasing the Amount of Content to Consume :**

Another change in the role of media in social life is the increase in the amount of content available to consume. The internet has made it easier for people to access and share almost unlimited information and entertainment. This has led to a proliferation of content, including news articles, videos, podcasts, and more, which can be accessed anytime, anywhere. This has led to concerns about fractured attention spans being a symptom of regular social media use. An issue parallel to the abundance of information is one of data privacy.

Through the terms and conditions listed by these websites, one finds an attempt to gather a social media user's data and sell it to third parties keen on getting their products to the world. The problem is that the average user needs to be aware of this privacy breach and

may not actively moderate what they share on these platforms. The issue will be discussed in greater detail in the following paragraphs.

### **9.10 SUMMARY :**

Understanding the Mass Psychology delves into the intricate workings of the human mind within the context of a collective group or society. This course is a profound exploration of the dynamics that underlie human behavior in mass gatherings, social movements, and the broader societal context. It delves into the psychological principles that govern how individuals think, feel, and act when they are part of a larger crowd or community. Through an in-depth examination of concepts like groupthink, social identity, conformity, and mob mentality, the course sheds light on the often complex and sometimes unpredictable behaviors that emerge in group settings. Students gain valuable insights into the influence of culture, media, and historical events on mass psychology, enabling them to better understand the reasons behind phenomena such as social movements, political revolutions, and collective decision-making. Moreover, the course encourages critical thinking and the application of psychological theories to real-world situations, equipping students with a profound comprehension of how and why mass psychology shapes our societies, making it an essential field of study in an era of global connectivity and mass communication.

### **9.11 SELF-ASSESSMENT QUESTIONS :**

1. Do media content evoke the desired emotions in the audience, such as excitement, empathy, or curiosity?
2. Do storytelling techniques to connect with the audience on an emotional level?
3. Have I considered psychological triggers, such as fear, nostalgia, or social proof, to engage the audience and drive desired actions?
4. Is the content designed to tap into the audience's cognitive biases and heuristics effectively?
5. Is the content designed to encourage peer-to-peer sharing and recommendations?
6. Does the content incorporate principles of behavioral psychology, such as goal-setting, reinforcement, or cognitive dissonance, to drive specific actions or behaviors?
7. Does the content align with the audience's beliefs, values, and aspirations, creating a sense of psychological resonance?

### **9.12 SUGGESTED READING :**

1. Understanding Media: The Extensions of Man: Marshall McLuhan
2. Propaganda; Edward Bernays
3. Amusing Ourselves to Death: Public Discourse in the Age of Show Business: Neil Postman
4. Media Psychology" edited by David Giles
5. The Shallows: What the Internet Is Doing to Our Brains: Nicholas Carr
6. "Contagious: How to Build Word of Mouth in the Digital Age: Jonah Berger
7. "Made to Stick: Why Some Ideas Survive and Others Die: Chip Heath and Dan Heath
8. "Media Effects and Society: Elizabeth M. Perse and Jennifer Lambe
9. "Trust Me, I'm Lying: Confessions of a Media Manipulator: Ryan Holiday
10. "Public Opinion: Walter Lippmann

## LESSON-10

# DIGITAL PHOTOGRAPHY

### AIMS AND OBJECTIVES :

Aims and objectives of the unique and unlimited power of post processing of a digital image are :

- To help professionals become proficient at the technical aspect of photographing with a digital camera.
- To develop and practice skills using digital photography tools and the Internet including emailing and posting to a web site
- To learn to shoot with digital cameras maximizing the quality of the output from them
- To appreciate more about the "Photographer's Art" through the study of historic and contemporary trends and to apply that appreciation to and through your own work.
- To develop the habit of looking closely at the visible world around you in order to represent it in terms of aesthetics, beauty and truth. – To look at what you are seeing and to see what you are looking at.

### STRUCTURE :

10.1 Introduction

10.2 Purpose of Digital Photography

10.3 Key elements

10.4 Working process of camera

10.5 The Photography has Transformed into Many Types in the Contemporary Society

10.6 Role of Digital Photography in New Media

10.6.1 These are some of the most common advantages of digital photography

10.6.2 Disadvantages of Digital Photography

10.7 Advantages and Disadvantages of Digital Photography

10.8 Summary

10.9 Self-Assessment Questions

10.10 Suggested Readings

### 10.1 INTRODUCTION :

For professionals this art and science of capturing images can be considered to be a gateway through digital technology into the world of new media. Digital photography has changed how we use media for aspiring professional photographers, this gives a comprehensive understanding of the fundamental principles, techniques, and creative aspects of digital photography.

Secondly, the quality of digital cameras and phones has increased significantly, with many devices now offering features such as 4K video, autofocus and advanced image processing capabilities. The digitization of photography has also seen a number of

technological advancements. Many cameras now offer features such as automatic scene detection, facial recognition, and even object tracking. These features allow users to take advantage of the latest technology and get the best possible results from their photographs. In addition to the technological advancements, the digitalization of photography has also seen a number of changes in the way people use and share their photos.

Social media platforms such as Instagram, Flickr and Facebook have become popular places to share and store photos, allowing users to easily share their photos with friends and family. The rise of photo editing software has enabled users to manipulate their photos to give them more control over how they look. These tools allow users to enhance colors, add filters, and make other modifications to their photos. Additionally, some software can even help users to create new images from scratch.

## 10.2 PURPOSE OF DIGITAL PHOTOGRAPHY :

Now that we know what digital photography is all about let us talk about the purpose of digital photography. Digital photography has pretty much the same purpose as film photography. For many people, the ability to capture life's important moments is the primary reason for taking photographs. The invention of photography also makes it possible for people to see public figures as realistically as they can be, far better than paintings. Nowadays, photography serves so many purposes. Whether for professional purposes or personal purposes.

The most common purposes of photography can be described based on the types of photography as follows. These are just a few:

## 10.3 KEY ELEMENTS AND COMPONENTS :

In an era where digital cameras are ubiquitous and the capabilities of smart phones have revolutionized photography, understanding the nuances of digital image creation is both an art and a valuable skill. This course will equip you with the knowledge and practical skills to take your photography to the next level. Digital photography principles, techniques, and skills involved in capturing, processing, and manipulating photographic images using digital cameras and computer-based software. The new media audience and participants develop a comprehensive understanding of photography in the digital age, covering both the technical and creative aspects of the medium.

- **Camera Operation:** Instruction on how to operate digital cameras, including settings, exposure, focus, and other technical features.
- **Composition and Creativity:** Guidance on the artistic and compositional aspects of photography, helping students develop an eye for capturing aesthetically pleasing and impactful images.
- **Image Editing:** Training in digital image editing and post-processing techniques using software like Adobe Photoshop or Lightroom, to enhance and refine photographs.
- **Lighting and Exposure:** Understanding the role of light in photography and techniques for achieving proper exposure, including using natural light and artificial lighting sources.
- **Genre Specialization:** Some courses may allow students to specialize in specific genres of photography, such as portrait, landscape, wildlife, or fashion photography.

- **Digital Workflow:** Teaching students to manage and organize their digital files efficiently, from capture to storage and backup.
- **Color Management:** Understanding color theory and calibration for accurate reproduction in print and on digital displays.
- **Equipment and Gear Selection:** Guidance on selecting the right cameras, lenses, and accessories based on individual photography goals.
- **Ethical and Legal Considerations:** Discussion of copyright and ethical issues in photography, including model releases and the use of others' work.
- **Critiques and Portfolio Development:** Constructive feedback on students' work and guidance on building a photography portfolio.
- **Photography History and Theory:** Exploring the history and theory of photography to gain a broader perspective on the medium.
- **Business and Marketing Skills:** For those interested in a photography career, courses may include topics on marketing, client relations, and business management.

Digital photography courses are available at various levels, from beginner to advanced, and can be taken in academic institutions, photography schools, online platforms, or through workshops and seminars. They cater to a wide range of individuals, from hobbyists and enthusiasts looking to improve their skills to aspiring professional photographers seeking a solid foundation in the field. These courses aim to equip students with the knowledge and practical skills needed to excel in the world of digital photography.

#### 10.4 WORKING PROCESS OF CAMERA :

The main tool used in photography is the camera. So, the main difference between photography and digital photography is the camera used. Think of “photography” as the parent category and digital photography as a child category that falls under the branch of photography. Traditional film photography makes use of a film camera that uses light-sensitive films to capture the image. The chemical layer on the surface of the film reacts as the light strikes and records the image. While digital cameras use optical sensors to capture the image. Unlike photo films, these sensors can be used and re-used an unlimited amount of times without replacement. Differences also exist from an image processing perspective. In a film camera, we can only see the result after the images are fully developed. While in a digital camera, we can see the results right away and start processing them at once.

Digital cameras use an electronic image sensor, usually either a CCD (charged coupled device) or a CMOS (complementary metal-oxide-semiconductor) sensor, to capture the image. The image sensor converts the light that enters the camera through the lens into an electronic signal, which is then processed by the camera's electronics to create a digital image.

Here are some examples of notable digital photography works :

1. **Andreas Gursky** – “99 Cent II Diptychon” (2001): This large-scale photograph captures the interior of a discount store with rows of colorful products. Gursky's work often explores the themes of consumerism and globalization.
2. **Cindy Sherman** – Self-Portraits (Various): Sherman is known for her series of self-portraits where she transforms herself into various characters and personas. Her work

challenges notions of identity, gender, and representation.

3. **Richard Misrach** – “Golden Gate” (1992): This photograph captures the iconic Golden Gate Bridge at dusk, showcasing Misrach’s skill in capturing landscapes and the play of light.
4. **Gregory Crewdson** – “Beneath the Roses” (2003-2008): Crewdson’s elaborately staged photographs often resemble movie scenes, featuring suburban and eerie settings that evoke a sense of mystery and psychological tension.
5. **Nan Goldin** – “Nan One Month After Being Battered” (1984): Goldin’s intimate and raw photography documents her own life and the lives of her friends, often dealing with issues of love, relationships, and personal struggles.
6. **Steve McCurry** – “Afghan Girl” (1984): This iconic portrait of a young Afghan refugee became synonymous with National Geographic and is known for its striking use of color and emotional impact.
7. **Hiroshi Sugimoto** – “Seascapes” (Various): Sugimoto’s long-exposure photographs of seascapes create serene and minimalist images that explore the concept of time and the eternal nature of the sea.
8. **Annie Leibovitz** – “John Lennon and Yoko Ono” (1980): Leibovitz’s portrait of the couple, taken shortly before Lennon’s death, is a powerful representation of their relationship and vulnerability.
9. **Thomas Ruff** – “JPEG” Series (2007-2010): Ruff’s “JPEG” series explores the nature of digital images by enlarging low-resolution JPEGs from the internet, emphasizing pixelation and abstraction.
10. **Rineke Dijkstra** – “Beach Portraits” (1992-2012): Dijkstra’s series captures portraits of teenagers on beaches across the world. Her work often delves into themes of adolescence, vulnerability, and identity.

## 10.5 THE PHOTOGRAPHY HAS TRANSFORMED INTO MANY TYPES IN THE CONTEMPORARY SOCIETY :

### Commercial Photography :

Commercial photography is often taken to be used as advertising material. Commercial photography is usually used to promote or sell products. Professional photographers are hired to take photos of the products. Later, the photos are used as campaign materials such as brochures, pamphlets, billboards, and other types of advertising campaigns.

### Documentary Photography :

Just as it sounds, documentary photography is primarily focused on documenting life moments and events. The moments captured may vary from personal events like weddings and birthdays to moments such as political events or festivals. The purpose is to capture the moment so it will not just fade away. We can thank the documentary photographers of the past for capturing some of the most important moments in modern history.

### Media Photography :

Media photography has almost the same purpose as documentary photography.

The difference between the two is documentary photography is usually taken to document moments, while Media photography has another purpose, which is to deliver the news. That’s why Media photography must answer the what, when, where, who, why, and hows. The goal Media photography is to make people understand what happened at

that moment in relation to the news. Journalism photography can complete a story or article, but it should be able to stand on its own too.

### **Editorial Photography :**

Editorial photography is usually used for publications such as magazines. It may include fashion and products and events, but it focuses on the story. It's the difference between editorial photography and product photography or commercial photography. Editorial photography is not created to just sell products, but more to tell stories and for more educational and informative purposes.

### **Art Photography :**

Art photography is a form of photography used by artists to show ideas, concepts, messages, and emotions through a picture. It's the same as other forms of art, but the artist uses photographs as their medium. Art photography can vary significantly depending on the artist. As a form of art, this kind of photography can also have genres such as abstract, conceptual, portraits, black and white, and many more. Along with the growth of digital photo manipulation, art photography has entered a new phase of possibilities.

## **10.6 ADVANTAGES AND DISADVANTAGES OF DIGITAL PHOTOGRAPHY :**

### **10.6.1 These are some of the most common advantages of digital photography :**

- ❖ **No Film is Needed :** With the images captured digitally, it means you do not have to purchase single-use photo films and don't have to go through the process of film processing which can take time.
- ❖ **Larger Storage :** While the manual camera has limited storage depending on the length of the film roll, digital cameras have much larger storage. It is easier for photographers to just go with their camera and memory card, and not have to carry rolls and rolls of film that can be bulky and heavy. Nowadays, you can easily store your photographs in the cloud or save them in a digital photo album.
- ❖ **Preview Screen :** With a digital camera (DSLR), you can review the photograph right away after you take the picture. If you don't like it, you can just delete it to save some space for better shots. In comparison, film cameras require you to wait until the film is processed just to see the result.
- ❖ **Environmental Friendly :** Everything is processed digitally, which means we don't have to waste chemicals to process the image, and we don't have to worry about recycling the film plastic container.
- ❖ **Advanced Features :** Digital cameras are completed with features such as face detection and motion detection to help us avoid getting blurry images. They have other features too, such as Bluetooth, wi-fi, and even the capability to record video.

### **10.6.2 Disadvantages of Digital Photography :**

Now that we know the advantages of digital photography, let's talk about the disadvantages of digital photography:

- ❖ **Storage Problems :** Digital cameras store the images on the memory card. Sometimes, the memory card can get corrupted, and all of the data can be lost completely.

- ❖ **Price** : High-end digital cameras can be more expensive compared to film cameras.
- ❖ **Battery Consumption** : Digital cameras consume more battery than film cameras. We may need some extra batteries in hand, especially when we need to perform a long-time outdoor photoshoot.
- ❖ **Image Resolution** : Images produced by a digital camera can be used for digital purposes just fine. But when it comes to prints, some film cameras still win on the resolution and quality front.
- ❖ **Dynamic Range** : Film cameras have a better dynamic range than digital cameras. This means the film camera can capture a wider range of tonal qualities. With this capability, film cameras can avoid overexposure of highlights, which quite often happen with digital cameras.
- ❖ **Shutter Lag** : Digital cameras sometimes have problems with shutter lag. This creates a delay in time between when you press the button and the time when the images are captured. This can make the photo that is captured vary from the way that you wanted it to be.

## 10.7 TYPES OF DIGITAL CAMERA :

Digital Camera can be divided into many types.

1. **Digital Consumer Camera** : Digital consumer cameras are usually marketed as all-in-one devices completed with some features to attract the regular consumer. There are two types of consumer cameras:
2. **Compact Camera** : Created mainly for functionality and practicality. They are compact and lightweight, so you can always bring them with you. They usually have lower image quality and have very basic user control. This kind of camera can be used even by an amateur with no photography knowledge, so it is perfect for those who only want to capture moments without wanting to get more technical.
3. **High-End Consumer Camera** : This camera has more user control but is still limited compared to the pro cameras. This camera is perfect for those who want to learn a little bit more and want to have more control over their camera.
4. **Digital Prosumer Camera** : The prosumer camera is a term used to describe a professional-quality camera but sold at a consumer price. These cameras have more user control, interchangeable lenses, and other features required for professional usage. If you want to get deeper into photography, you may consider buying this type of camera.

## 10.8 SUMMARY :

The digitization of photography over the last decade has been nothing short of remarkable tool. In the past decade, digital photography has become commonplace, with cameras and smart phones now offering an incredibly wide range of features to help users take amazing photos. The quality of digital photos has also improved significantly, with many cameras and phones now offering 4K video and other advanced features. The growth in digital photography has been driven by several key factors. Firstly, the cost of digital cameras and smart phones has decreased dramatically, making them accessible to more people. This has allowed people to take advantage of digital photography and explore its possibilities.

## 10.9 SELF-ASSESSMENT QUESTIONS :

1. Discuss about the digital camera's settings and features?
2. How to adjust settings like ISO, shutter speed, and aperture to capture different lighting conditions and creative effects?
3. What are the basics of exposure and how to achieve the desired exposure for my photos?
4. Have I mastered the fundamental principles of composition, such as the rule of thirds, leading lines, and framing?
5. Can I apply these principles effectively to create visually compelling photographs?
6. Do I consistently seek interesting angles and perspectives to make my photos more engaging?
7. Lighting:
8. Have I learned how to work with natural light and artificial light sources to enhance my photographs?
9. Can I identify and utilize different types of lighting (e.g., soft, hard, diffused) to achieve specific effects?
10. Do I understand the importance of the golden hour and how it impacts the quality of my images?
11. Can I showcase a portfolio of work that reflects my best photography projects and achievements?
12. Do I regularly engage in self-learning, exploring new photography techniques, and keeping up with industry trends and innovations?
13. Have I considered taking advanced courses or workshops to further enhance my skills and knowledge in digital photography?

## 10.10 SUGGESTED READING :

1. Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera: Bryan Peterson
2. The Photographer's Eye: Composition and Design for Better Digital Photos: Michael Freeman
3. Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks: David Taylor
4. National Geographic Photography Field Guide: Secrets to Making Great Pictures: Peter Burian and Bob Caputo
5. Adobe Photoshop CC Classroom in a Book: Andrew Faulkner and Conrad Chavez
6. Understanding Color in Photography: Using Color, Composition, and Exposure to Create Vivid Photos: Bryan Peterson
7. The Photographer's Playbook: 307 Assignments and Ideas: Editors Jason Fulford and Gregory Halpern
8. Photography: A Cultural History: Mary Warner Marien
9. Light Science and Magic: An Introduction to Photographic Lighting: Fil Hunter, Paul Fuqua, and Steven Biver

## LESSON-11

# VIDEO DESIGN

### **AIMS AND OBJECTIVES :**

The aim of this lesson Video Design is

- To provide the knowledge, skills, and practical experience necessary to become proficient video designers.
- To empower students to create visually compelling, engaging, and effective video content for a wide range of purposes, from entertainment to marketing and education.
- To empower students with the practical skills and knowledge necessary to excel in the field of video production and design.
- To help master the technical aspects of video creation, including camera operation, lighting, sound recording, and editing, to produce high-quality visual content.
- To foster a deep understanding of the art of storytelling through video. Students will learn how to craft compelling narratives that engage and captivate audiences, effectively conveying messages and emotions through visual storytelling.
- In the ever-changing landscape of new media, the course aims to instill adaptability in students. They will learn to create content tailored for various platforms, from traditional film and television to online streaming, social media, and mobile devices.
- To promote ethical considerations in video production by developing an understanding of responsible content creation, addressing issues of representation, privacy, and the ethical use of visual media.

### **STRUCTURE :**

- 11.1 Introduction
- 11.2 Creative And Strategic Process
- 11.3 Understanding Video Fundamentals
- 11.4 Components Of Video Designing
- 11.5 Industry Insights
- 11.6 Functions And Services
- 11.7 Creating An Effective Social Campaign
- 11.8 Principles of Multimedia
- 11.9 Summary
- 11.10 Self-Assessment Questions
- 11.11 Suggested Readings

### **11.1 INTRODUCTION :**

The Video Designing is an immersive journey into the art and science of visual storytelling in the digital age. Video has become the dominant medium for communication, entertainment, and marketing, this seeks to equip students with the skills and knowledge necessary to excel in this dynamic and rapidly evolving field. From filmmaking and motion graphics to digital marketing and social media content creation, the diverse facets of video design and production is essential for effectiveness in communication.

Through a blend of theory and hands-on practice, one should delve into the principles of visual composition, lighting, sound design, and editing on must gain proficiency in industry-standard software and tools, enabling them to bring their creative visions to life. The

impact of new media and digital platforms, also depends on emphasizing the importance of tailoring video content for online audiences, social media, and mobile devices.

Moreover, this course delves into the power of storytelling through video, teaching students how to craft compelling narratives, convey messages effectively, and elicit emotional responses from viewers. It explores the role of video in advertising, marketing, entertainment, and journalism, offering a comprehensive view of the contemporary media landscape. The command on this topic encourages critical thinking and the development of a keen eye for visual aesthetics, preparing students for careers in video production, film, advertising, social media management, or any field where the ability to create compelling and engaging video content is highly valued.

The Video Design equips students with the creative and technical skills to navigate this visually-driven world. Whether aspiring to be filmmakers, digital marketers, content creators, or multimedia journalists, this course provides the foundation for success in the exciting realm of video design.

## 11.2 CREATIVE AND STRATEGIC PROCESS :

Video Design in New Media refers to the creative and strategic process of conceptualizing, producing, and editing video content specifically tailored for digital and online platforms. It encompasses a wide range of visual and audio elements to communicate messages, tell stories, and engage audiences in the ever-evolving landscape of digital media. It is a multidisciplinary field that bridges the worlds of video production, digital design, and storytelling to create impactful and engaging content for online audiences. It continues to evolve with advancements in technology and changing audience preferences, making it a dynamic and exciting domain within the broader field of new media.

The key aspects of video design include camera operation, set up lighting for various scenarios, record high-quality audio, and master the art of video editing using industry-standard software. Beyond technical proficiency, the art of crafting narratives that captivate and engage audiences help to build content for different platforms, from traditional television and film to online streaming, social media, and mobile devices.

## 11.3 UNDERSTANDING VIDEO FUNDAMENTALS :

An all round understanding of video fundamentals to create high-quality, visually appealing, and impactful video content in a professional and ethical manner demands proficiency in the following areas.

- ❖ **Technical aspects:** "Understanding Video Fundamentals" primarily deals with a solid foundation in the technical aspects of video production such as proficiency in operating cameras, understanding different types of shots, utilizing appropriate camera settings, and managing equipment effectively.
- ❖ **Visual Composition:** The principles of visual composition, include framing, shot selection, and the use of lines, shapes, and colors with which aesthetically pleasing and effective visuals are created.
- ❖ **Lighting Mastery:** An essential objective of gaining mastery must enable to set up lighting for various scenarios, use natural and artificial light sources, and create the desired mood and atmosphere in their video content.
- ❖ **Audio Quality:** In-depth exploration of sound recording and audio quality make the students will learn to capture high-quality audio, reduce noise, and use microphones effectively to ensure that the audio in their videos is clear and engaging.

- ❖ **Editing Skills:** the art of assembling video clips, adding transitions, incorporating audio, editing skills using industry-standard software and applying visual effects to create a polished final product is equally essential.
- ❖ **Narrative Structure:** Telling a compelling story through video is a critical objective as it demands narrative structure, character development, and the use of visuals to convey a message or evoke emotions in their audience.
- ❖ **Adaptability to New Media:** Emphasis on the importance of adapting video content for various distribution channels such as traditional television, online streaming, social media, and mobile devices is important.
- ❖ **Ethical Considerations:** Enhance ethical awareness by examining issues related to equal representation, privacy, and responsible content while creating videos that should be respectful, considerate, and socially responsible.
- ❖ **Creative Expression:** Beyond technical and theoretical knowledge, fostering creative expression by applying skills and creativity to produce video content that reflects their unique artistic vision.
- ❖ **Preparation for Video Careers:** Ultimately, the "Understanding Video Fundamentals" course aims to prepare students for careers in video production, filmmaking, advertising, journalism, digital marketing, and other fields where the ability to create compelling and engaging video content is highly valued.

#### 11.4 COMPONENTS OF VIDEO DESIGNING :

The Understanding best Video designing typically consists of the following components:

- ❖ **Concept Proposal:** Students are required to submit a concept proposal for their final video project. This proposal should outline the video's theme, message, target audience, and intended platform (e.g., short film, promotional video, social media content). The proposal should also include a brief storyboard or shot list, showcasing the visual elements they plan to incorporate.
- ❖ **Pre-production:** In this phase, students will plan and prepare for their video shoot. This includes tasks such as location scouting, casting, script development, shot planning, and equipment setup. Students should demonstrate their understanding of lighting techniques and sound recording by developing a detailed pre-production plan.
- ❖ **Production:** During this phase, students will shoot their video content. They are expected to apply the principles of visual composition, camera operation, and lighting techniques learned in the course. Students should also ensure the recording of high-quality audio to complement their visuals.
- ❖ **Post-production:** Once the video content is shot, students will enter the post-production phase. This involves video editing using industry-standard software. Students are expected to apply video editing skills, including assembling clips, adding transitions, incorporating sound, and using visual effects to enhance the final product.
- ❖ **Narrative and Aesthetics:** The final project should showcase the students' understanding of narrative structure and storytelling. They are encouraged to convey a compelling message or story through their video. Visual aesthetics, including the use of framing and shot selection, play a crucial role in this phase.
- ❖ **Ethical Considerations:** Students should incorporate ethical considerations into their final project. This might involve issues related to representation, privacy, and responsible content creation, depending on the content of their video.
- ❖ **Adaptability to New Media:** If applicable, students should adapt their final video project to suit the intended distribution platform. This demonstrates their understanding of adapting content for various media, from traditional television to online streaming or social media.

## 11.5 INDUSTRY INSIGHTS :

To provide students with exposure to industry trends, best practices, and opportunities for careers in video design. By achieving these objectives, the Video Design Course aims to equip students with a comprehensive skill set and a deep understanding of video production, enabling them to pursue careers in the field or apply their knowledge in various professional and creative contexts.

One of the key industry insights students acquire is an understanding of the technical and technological advancements that shape the video production landscape. They learn about the latest camera equipment, editing software, and lighting technologies, keeping them updated on the tools and trends prevalent in the industry. This knowledge is vital for staying competitive and relevant in a field where technology is in a constant state of evolution. Moreover, students are exposed to the diverse career opportunities available in the video production and design industry. They gain insights into the various roles within the field, such as cinematographers, editors, directors, and sound designers. This exposure allows them to make informed decisions about their career paths and areas of specialization. Industry insights also encompass the business aspects of video production. Students learn about project management, budgeting, and client communication. They discover the intricacies of freelancing, working with production companies, or starting their own video production ventures. Understanding the business side of the industry is crucial for a successful and sustainable career. Ethical considerations are another important facet of industry insights. Students explore the ethical dilemmas and responsibilities that video professionals encounter, such as issues related to representation, privacy, and responsible content creation.

Furthermore, students gain a sense of the industry's dynamism. In summary, industry insights in the "Understanding Video Fundamentals" course equip students with a well-rounded understanding of the video production and design field. This knowledge extends beyond the classroom, providing them with the practical and theoretical foundations necessary to thrive in the dynamic and competitive world of visual storytelling.

## 11.6 FUNCTIONS AND SERVICES :

The primary requirement of a video design in new media is to equip the professionals with the practical skills and knowledge required to create, edit, and produce high-quality video content for digital and online platforms. One should learn how to craft compelling narratives through the use of moving images, sound, and graphics, operate cameras, utilize video editing software, and employ various multimedia elements effectively. It focuses on developing their ability to convey messages and stories in a visually engaging and emotionally resonant manner.

- ❖ **Platform Optimization:** Video design in new media is platform-specific. This course helps students understand the unique requirements and constraints of various digital platforms, such as social media, websites, streaming services, and mobile apps. Students learn to create video content that is optimized for online consumption.
- ❖ **Interactive Media:** Depending on the type of the platform one must explore interactive video design to create content that allows viewers to engage with and influence the narrative. This function involves understanding user interactions and incorporating them into the design process.
- ❖ **Multimedia Integration:** Integrating various multimedia components, such as animation, graphics, special effects, and text, to enhance the visual appeal and convey complex information effectively is the order of the trade.

- ❖ **User Experience Design:** Video design considers the user experience, including aspects like user interface design, accessibility, and responsive design and the video content should be accessible and engaging for a diverse audience.
- ❖ **Audience Engagement:** Video design in new media focuses on strategies to captivate and retain viewer attention. This involves techniques such as dynamic editing, compelling visuals, immersive sound, and storytelling that encourages audience engagement.
- ❖ **Data and Analytics:** The course may incorporate the use of data-driven insights and analytics to measure and analyze audience engagement and adjust content accordingly. Students learn to make data-informed decisions to improve their video content.
- ❖ **Branding and Marketing:** Video design plays a critical role in branding and marketing. Students learn how to use video content to convey brand messages, promote products or services, and connect with target audiences in the digital landscape.
- ❖ **Adaptability:** The course teaches students to stay current with emerging technologies and trends in digital media. This function ensures that students are prepared to adapt to changing tools and platforms in the ever-evolving world of new media.
- ❖ **Innovation:** Creativity and innovation are encouraged and nurtured in video design courses. Students are challenged to explore new techniques and technologies, fostering their ability to create unique and memorable digital experiences.
- ❖ **Specialized areas and Video Design :** The role of a Video Design in New Media course is multifaceted and essential in preparation for the dynamic and ever-evolving landscape of digital media.
- ❖ **Adaptation to Digital Platforms:** The course prepares students to adapt their video design skills to digital and online platforms. Students learn how to create content that is optimized for websites, social media, streaming services, mobile applications, and emerging digital platforms.
- ❖ **Multimedia Integration:** Video design in new media often involves integrating various media components, including animation, graphics, and special effects, to enhance storytelling and convey complex information effectively
- ❖ **Interactive Media:** for creating interactive and immersive video experiences interactive elements virtual reality (VR), augmented reality (AR), maybe used for interactive video platforms explore techniques for
- ❖ **User Experience (UX) and Accessibility:** Video design courses emphasize the importance of considering the user experience. Students learn to design video content with accessibility and user-friendliness in mind, ensuring that it reaches and engages a diverse audience.
- ❖ **Audience Engagement:** Using visual and auditory elements to create compelling and attention-grabbing videos as effective video design captivates and sustains audience engagement.
- ❖ **Data-Driven Decision Making:** data analytics and usage of data insights to refine and optimize video content is essential to track audience engagement, gather feedback, and make data-driven decisions for improvement.
- ❖ **Branding and Marketing:** Students learn how to leverage video design for branding and marketing purposes. They understand how to convey brand messages, promote products or services, and connect with target audiences in a digital landscape.
- ❖ **Innovation and Adaptability:** as Video design is inherently innovative one should explore emerging technologies and trends, staying up-to-date with the latest tools and techniques in the field to remain adaptable to changes in the digital media landscape.

- ❖ **Ethical and Legal Considerations:** Students are made aware of ethical and legal issues related to video design, including copyright, privacy, and responsible media creation.

In conclusion, a Video Design in New Media course plays a crucial role in shaping students into well-rounded professionals who are adept at creating compelling, engaging, and effective video content for the digital age. It equips them with the skills and knowledge needed to succeed in various fields, from content creation to marketing and beyond, where visual storytelling and digital communication are paramount.

### 11.7 CREATING AN EFFECTIVE SOCIAL CAMPAIGN :

Determine if your social media video is geared for driving sales, boosting engagement, or capturing leads to your website. Each social media video should have a defined purpose, whether you want to boost engagement to your website, generate sign-ups for your email list, or introduce a new product line. Browse Animoto's collection of storyboard templates to find a pre-built template that matches your goals or fits the look you want for your video. Understanding your campaign objectives will help you create a more effective video using Animoto.

- ❖ **Unlock Your Audience :** Your social media video strategy starts with knowing your audience inside and out. Thankfully, social platforms like Facebook and Instagram simplify matters by providing detailed user information about your target customers.
- ❖ **Measure Results :** Make sure you're hitting your goals for social. If you're not, try an A/B test to find out they type of video that works best for your audience and your message. Animoto makes it easy to create multiple versions of one video for testing or edit an existing video to make it even better.
- ❖ **Choose A Horizontal Or Square Video :** Different social platforms require different video sizes. Lucky, Animoto makes changing your video's aspect ratio a breeze. Alternate between landscape and square dimensions in just a few clicks.
- ❖ **Keep Text Visible :** Since so many viewers watch with the sound off, easy-to-read text is a must. Animoto includes dynamic text styles with features that enhance legibility and make text attention grabbing and fun.
- ❖ **Add Emotion With Soundtrack :** Animoto gives you access to hundreds of professionally licensed songs that let you make social media videos with music. Elevate your video with music that fits the mood you want to create and build an emotional connection with your audience.
- ❖ **Posting social media videos :** Share To Facebook, Instagram, Youtube And More. Animoto allows you to post to all of the top social media platforms, including Facebook, Instagram, Twitter, and YouTube.
- ❖ **Make Video Ads Or Organic Posts :** Create powerful videos for both paid and organic social media campaigns. Build your audience through well-targeted video ads, engaging organic posts. Use A/B testing to improve your videos and your targeting.

### 11.8 PRINCIPLES OF MULTIMEDIA :

Incorporating multimedia into your digital media design can be advantageous in many ways. It can help you attract and retain the attention of your audience, communicate your message more effectively, provide variety and flexibility for different learning styles and preferences, stimulate creativity and imagination, increase interactivity and feedback, and improve accessibility and usability.

Multimedia is the use of different types of media, such as text, images, audio, video, and

animation, to create engaging and interactive digital content. As a graphic designer, you can use multimedia to enhance your design projects, whether they are for web, mobile, or print. In this article, you will learn how to use multimedia in digital media design, and what tools and skills you need to master it.

Creating a successful digital media design requires following some basic principles related to multimedia. You need to ensure that your multimedia elements align with your design goals and audience needs. Additionally, it is important to balance your multimedia elements to avoid clutter and confusion. Consistent and appropriate styles, formats, and quality should be used for the multimedia, and it should be optimized for performance and compatibility. Lastly, you should test and evaluate your multimedia for functionality and user experience.

- ❖ **Tools of multimedia :** To create multimedia content for your digital media design, you need to use tools such as graphic design software like Photoshop, Illustrator, and In Design to create and edit images, logos, icons, and layouts. Audio editing software like Audacity, Garage Band, or Sound Forge can be used to record and edit sound effects, music, and narration. Video editing software like Premiere, Final Cut, or iMovie can be used to capture and edit footage, transitions, and subtitles. Animation software such as Animate, After Effects, or Blender can be used to create and animate characters, scenes, and motion graphics. Web design software like Dreamweaver, WordPress, or Wix can be used to design and develop websites, blogs, and portfolios.
- ❖ **Skills of multimedia :** In order to excel in digital media design, you need to hone some skills. Visual design skills like color theory, typography, composition, and branding can help you create attractive and consistent multimedia. Audiovisual skills such as storytelling, editing, and synchronization are important for producing captivating and meaningful multimedia. Technical skills, such as coding, scripting, and debugging, are necessary for implementing and troubleshooting multimedia. Additionally, communication skills like writing, speaking, and listening can help you communicate your ideas and receive feedback on your multimedia. Finally, collaboration skills like teamwork, negotiation, and coordination are essential when working with other multimedia professionals and clients.
- ❖ **Examples of multimedia :** If you're looking for some inspiration for your next digital media design project, there are plenty of examples of multimedia to explore. For instance, The Guardian's interactive article on the NSA files combines text, images, video, audio, and data visualization to explain a complex topic. On the other hand, Spotify's Wrapped campaign generates personalized playlists and graphics based on users' listening habits. Nike's Air Max Graffiti Stores use augmented reality to transform street art into virtual stores. Additionally, The New York Times' 1619 Project uses various mediums to explore the legacy of slavery in America. Finally, the Museum of Modern Art's online course on Seeing Through Photographs offers video lectures and quizzes to teach the history and practice of photography.

## 11.9 SUMMARY :

Video Design in New Media is a dynamic and multidisciplinary field that empowers individuals to master the art and science of creating compelling video content for the digital age. This course equips students with the practical skills and creative insights needed to

produce, edit, and optimize videos for digital platforms, including websites, social media, mobile apps, and emerging technologies like virtual and augmented reality. Students explore the intricacies of visual storytelling, learning to craft engaging narratives that leverage the power of moving images, sound, and often interactive elements. With a strong emphasis on user experience and accessibility, the course prepares students to create content that resonates with diverse audiences while considering the ethical and legal dimensions of media production. From branding and marketing to data-driven decision-making, video design in new media offers a comprehensive education in this ever-evolving field, enabling students to thrive as proficient and innovative video designers in the digital era.

The Video Designing is a comprehensive and immersive journey of video production and design. Video has become the primary medium for communication, entertainment, marketing, and storytelling for which the practical skills and theoretical knowledge are needed to excel in this dynamic and rapidly evolving field. One should explore a diverse range of topics, including camera operation, lighting techniques, sound recording, and post-production. The professionals delve into the principles of visual composition, narrative structure, and emotional engagement and learn as to how to craft compelling narratives that captivate and resonate with audiences, whether in the realms of film, advertising, journalism, or digital marketing.

As the importance of adapting to new media and digital platforms is growing it is essential to design tailor video content for diverse distribution channels, from traditional television and film to online streaming, social media, and mobile devices. This adaptability is vital in a media landscape that constantly evolves. Ethical considerations should be incorporated as encouraging responsible content creation an understanding of ethical issues related to representation, privacy, and the ethical use of visual media, ensuring that they create content that is respectful, responsible, and socially conscious.

### **11.10 SELF-ASSESSMENT QUESTIONS :**

Here are some self-assessment questions for the Video Design in New Media course to help students gauge their understanding and progress:

1. What are the key differences between video design for traditional media and new media platforms?
2. Can you explain the importance of visual storytelling in the context of digital video content?
3. Describe the elements of an effective video design process, from concept development to final delivery.
4. How do you choose the right digital platform for a specific video content type, and what considerations should you keep in mind?
5. Provide an overview of the technical skills and equipment needed for video production in new media.
6. Explain how video design in new media can be made more interactive and immersive. Give examples of interactive video elements.
7. Discuss the principles of user experience (UX) in video design and how they impact audience engagement.
8. What role does data and analytics play in video design for new media, and how can they be used to improve content?
9. How can multimedia integration enhance the impact of a video? Provide examples of when and how to use additional media elements.

10. Describe the ethical and legal considerations that video designers in new media should be aware of. Give examples of potential ethical dilemmas.
11. Discuss the use of video design for branding and marketing in new media.
12. How can video content help in brand promotion and audience engagement?
13. how can video designers stay up-to-date with the latest technologies and trends in the field, and why is adaptability important?

#### **11.11 SUGGESTED READINGS :**

1. The Filmmaker's Handbook: Steven Ascher and Edward Pincus
2. The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media: Bruce Block
3. In the Blink of an Eye: Walter Murch
4. Design for Motion: Fundamentals and Techniques of Motion Design" : Austin Shaw
5. Interactive Design for New Media and the Web: Nicholas Iuppa and Cheryl Downs
6. Don't Make Me Think: Steve Krug:
7. The Art of Immersion: Frank Rose:
8. Video Marketing for Dummies: Kevin Daum, Bettina Hein, and Matt Scott:
9. The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand: Ekaterina Walter and Jessica Gioglio

## LESSON - 12

# PODCASTING

### AIMS AND OBJECTIVES :

The primary aims and objectives of podcasting are

- To facilitate accessible knowledge sharing.
- To promote diverse content creation for individuals and groups from various backgrounds where content that reflects a wide range of interests, perspectives, and voices.
- To captivate and engage listeners. They offer an escape, a source of laughter, and an opportunity to explore new ideas and narratives.
- To offer on-demand accessibility where listeners can tune in at their convenience, choosing when and where to engage with the content.
- To facilitate the sharing of information and knowledge on a wide range of topics. It provides a platform for educational content, news updates, expert interviews, and informative discussions, making information easily accessible to a global audience.
- To connect with like-minded listeners, create a sense of community, and foster discussions around shared interests and experiences and build a loyal and engaged audience.

### STRUCTURE :

- 12.1 Introduction
- 12.2 History of Podcasting
- 12.3 Mile Stones In Podcasting
- 12.4 Online Radio
- 12.5 Essentials of Podcasting
- 12.6 Pod Casting Ecosystem
- 12.7 Role of Podcasting In New Media
- 12.8 Benefits of Podcasting
  - 12.8.1 Diversify the Content of a News Operation
  - 12.8.2 Deepen the Coverage of Complex and Dynamic Issues
  - 12.8.3 Increase Creativity and Flexibility in Newsrooms
  - 12.8.4 Expand Content Distribution
  - 12.8.5 Offer a New Source of Revenues
    - 12.8.5.1 Advertising
    - 12.8.5.2 Subscriptions
    - 12.8.5.3 Events
    - 12.8.5.4 Merchandising
    - 12.8.5.5 Funding From Digital Platforms
    - 12.8.5.6 Funds from Journalism Innovations
    - 12.8.5.7 Institutional Coverage Partnerships
- 12.9 Summary
- 12.10 Self- Assessment Questions
- 12.11 Suggested Readings

## 12.1 INTRODUCTION :

Podcasting is a digital medium for creating, distributing, and consuming audio or multimedia content in an episodic format. It involves the production of audio recordings, known as "podcast episodes," which can cover a vast range of topics, including news, storytelling, education, entertainment, and more. Podcasting is distinguished by its subscription-based model, where listeners can subscribe to a specific podcast series and receive automatic updates when new episodes are released. Podcasts are accessible through the internet and can be streamed or downloaded to be enjoyed on various devices, such as smartphones, computers, and portable media players. This medium provides a platform for both established and emerging voices to share their stories, expertise, and creativity with a global audience, contributing to the democratization of media and fostering niche communities of listeners around the world.

Podcasting is an inclusive medium that allows experts, enthusiasts, and content creators to share their insights, information, and experiences with a global audience. This democratization of knowledge supports lifelong learning and personal growth. It has rapidly evolved from a niche medium to a powerful and accessible tool for communication, storytelling, education, and entertainment. Podcasts have revolutionized the way we consume and share information. They offer a unique platform where diverse voices, perspectives, and stories can find a home. As a podcast creator, you have the opportunity to share your passions, narratives, expertise, spark conversations, inspire change, or simply entertain and engage global audience. This concept involves few essential elements the processes of conceptualization, production and distribution. It is about the technical aspects of recording, editing, and sound quality, as well as the art of effective storytelling and engaging your audience.

## 12.2 HISTORY OF PODCASTING :

The majority of Americans listen to audio only for four hours a day, which includes podcasts, AM/FM radio, owned music, and streaming audio. Though this number may seem startling, the notion that audio will eventually take over our lives is not new. Most likely, if you approach someone on the street and ask them who invented the radio, they might not be able to name Guglielmo Marconi. He did, however, receive a Nobel Prize and had a law named after him, Marconi's Law, making him widely recognized as "the father of the radio and grandfather of the mobile phone."

A history of podcasting would not be complete if it did not address the introduction of internet radio one hundred years later. Internet radio fundamentally altered the way that listeners could obtain content. It made it possible for anybody with internet access to listen to radio shows online. Additionally, internet radio is not just for audio; it can also include text or images, making it available to nearly everyone. Last but not least, internet radio made it feasible for listeners to access audio content outside of their local broadcast radio markets by enabling them to do so from almost anywhere.

## 12.3 MILE STONES IN PODCASTING :

- 1895: Italian inventor Guglielmo Marconi invented the radio. Marconi's law was named after him.
- 1993: Carl Malamund pioneered internet radio, and he launched "Internet Talk Radio", the first computer-radio talk show.

- 2003: The first modern podcast launched by Chris Lydon and David Winer. It was called “audio blog post: back then.
- 2004: Guardian writer Ben Hammersley coins the term “podcast”, combining the words “iPod” and “broadcast.”
- 2005: Steve Jobs introduces the concept of podcast subscriptions, and makes more than 3,000 podcasts available to listeners.
- 2016: Apple sees 10 billion podcast downloads, surpassing social media in popularity

Jen Grogono, CEO and co-founder of uStudio, underlines in an interview that podcasts are growing in popularity due to new security developments that allows enterprises, for the first time, to have private, enterprise podcasting as easy as public ones. Private podcasting in business environments is now feasible thanks to new security advancements, enabling big businesses to share strategies and trade secrets with specific audience members without worrying about information leakage. Enterprise needs have also been met by analytics tools for podcast measurement, which now enable businesses to see not just aggregate population statistics but also detailed information about individual users, such as who is listening to their content and for how long. For businesses trying to find ways to increase employee productivity—particularly for field and mobile workers who are constantly in their cars or on the go—podcasts can be extremely helpful. A previously closed channel of communication is opened up via podcasting.

#### **12.4 ONLINE RADIO :**

Podcasting emerged about ten years after internet radio was used for the first time. This new media platform, which was first known as "audio blog posts" rather than "podcasts," was designed to give content creators a fresh and interesting way to share their ideas online by enabling them to record, upload, and share their voices as a creative way to start conversations. In the early 2000s, David Winer and Christopher Lydon created audio blogs. Podcasting as we know it today is credited to Winer, a software developer and blogger, and Lydon, a radio presenter and journalist. Winer and Lydon "...streamlined a method of both uploading audio files to the Internet and downloading them to a computer or mobile device," according to the Harvard Gazette. On July 9, 2003, you can listen to their very first podcast, which was a real revolution at the time.

There were several ways in which podcasting was different from internet radio and broadcast radio.

- Radio is meant for a mass audience, so its content needs to be widely appealing. In contrast, podcasting, which is similar to blogging or cable television, concentrates on niche audiences and specific topics.
- Unlike broadcast radio, which is frequently live and makes changes challenging, podcasts are pre-recorded rather than live, allowing content creators to edit or add sound effects.
- Podcasting is deeply integrated with social media making it an intimate medium for content creators and listeners.

**Podcasting vs Social Media.** In 2016, listeners are downloading more than one billion podcasts each month, according to a Radio Ink study, making podcasts one of the fastest-growing media types globally. Podcasting began as a straightforward audio file and has since developed into a storytelling medium with special effects for disseminating information in an engaging way. Because podcasting has low production costs, its early adopters were influential in paving the way for other content creators to use this medium.

## 12.5 ESSENTIALS OF PODCASTING :

The art and science of podcast creation and production. In this course, we will delve into the multifaceted world of podcasting, equipping you with the knowledge and skills needed to become a proficient podcaster. Whether you're an aspiring content creator, an entrepreneur seeking to engage with your audience, or someone simply fascinated by the medium, this course is designed to meet your needs. The following concepts are associated with podcasting.

**Understanding Podcasting Fundamentals:** The primary objective of this course is to provide students with a comprehensive understanding of the foundational concepts and elements of podcasting. This includes the history of podcasting, the key components of a podcast, and the broader podcasting ecosystem.

**Conceptualization and Planning:** By the end of this course, students should be able to develop and refine a clear and engaging podcast concept. They will learn how to identify their target audience, craft a unique value proposition, and create a strategic plan for their podcasting journey.

**Technical Proficiency:** Students will acquire technical proficiency in podcast production, from selecting appropriate recording equipment to mastering essential audio editing skills. This objective aims to ensure that students can produce high-quality audio content.

**Effective Storytelling:** The course seeks to enhance students' storytelling skills, helping them create compelling narratives and scripts that captivate their listeners. This includes understanding story structure, character development, and engaging storytelling techniques.

**Interviewing Skills:** For those interested in podcast hosting or conducting interviews, the course aims to improve students' interviewing skills. They will learn how to prepare for interviews, ask insightful questions, and engage with guests effectively.

**Audio Editing:** Students will develop proficiency in audio editing, which is vital for producing polished and professional podcast episodes. This objective encompasses tasks like removing mistakes, adding music and sound effects, and ensuring audio quality.

**Podcast Branding:** The course will equip students with the knowledge and skills necessary to brand their podcasts effectively. This includes designing eye-catching cover art, crafting engaging episode titles, and writing compelling descriptions.

**Publishing and Distribution:** Students will learn how to publish their podcast on various platforms and optimize their distribution strategy. This objective aims to ensure that students can reach and grow their intended audience.

**Building and Engaging an Audience:** The course will teach students strategies to attract, retain, and engage listeners, fostering a loyal and active audience for their podcast.

**Monetization and Promotion:** Students will explore various monetization options and promotional strategies to make the most of their podcasting efforts, whether for financial gain or broader reach.

**Legal and Ethical Considerations:** This objective aims to educate students about the legal and ethical aspects of podcasting, ensuring responsible content creation and adherence to copyright and privacy regulations.

**Hands-On Practice:** The course will provide students with practical experience in creating their podcast episodes. They will have the opportunity to apply their knowledge and receive feedback to enhance their podcasting skills.

## 12.6 PODCASTING ECOSYSTEM :

Podcasting, as a medium, encompasses a wide array of functions and services that contribute to its richness and versatility. In this section, we will delve into these functions and services, providing a comprehensive understanding of their roles in the podcasting ecosystem.

**Content Creation:** The core function of podcasting is content creation. Podcasters produce episodes that can vary in format, including interviews, discussions, storytelling, and more. Many podcasters create scripts or outlines to structure their episodes and maintain a coherent narrative.

**Recording and Editing:** Podcasters record their episodes using recording equipment, which can range from high-end microphones to portable recorders. Post-recording, podcasters edit their audio files to remove mistakes, add music, and enhance sound quality. Editing software and skills are crucial in this phase.

**Hosting and Distribution:** Podcasts need to be hosted on servers. Hosting services provide a platform to store audio files and distribute them to listeners. Podcasts are made available on various platforms like Apple Podcasts, Spotify, Google Podcasts, and more, allowing listeners to discover and access content.

**RSS(Really Simple Syndication) feeds:** Podcasts utilize RSS feeds, which automatically update subscribers when new episodes are released. Listeners subscribe to RSS feeds to receive content.

**Sound Quality and Production:** Ensuring high sound quality is essential. Professionals may be employed for sound engineering and post-production to enhance audio quality.

**Music and Sound Effects:** Podcasts often incorporate music and sound effects to enhance the listening experience.

**Artwork and Branding:** Podcasts have unique artwork that represents the show and attracts potential listeners. Establishing a consistent brand image is crucial for recognition and audience engagement.

**Metadata and SEO:** Each episode includes metadata such as titles, descriptions, and keywords. Well-crafted metadata helps in discoverability and search engine optimization (SEO).

Some podcasts provide transcripts, improving accessibility and SEO.

**Monetization and Sponsorships:** Podcasters can monetize their content through various strategies, including advertising, sponsorships, donations, or premium subscriptions.

Some podcasts collaborate with advertising agencies to secure sponsorships and monetize their shows.

**Analytics and Audience Insights:** Podcasters use analytics tools to track listener data, including demographics and listener behavior, which helps in tailoring content and attracting sponsors.

**Ethical Considerations:** Podcasters must respect privacy and gain consent when recording or sharing personal stories and experiences. Ethical podcasting involves presenting accurate information and being responsible for the content's impact.

**Community and Engagement:** Podcasters often engage with their audience on social media platforms, creating a community around the podcast. Encouraging listener feedback and interaction helps build a dedicated audience.

**Promotion and Marketing:** Podcasters promote their shows through social media, guest appearances on other podcasts, collaborations, and other marketing strategies. Understanding

these functions and services is essential for both aspiring and experienced podcasters. They form the foundation for creating, producing, distributing, and successfully maintaining a podcast, while also adhering to ethical standards and building a dedicated audience.

## 12.7 ROLE OF PODCASTING IN NEW MEDIA :

Podcasting has emerged as a transformative force in the realm of new media, playing a pivotal role in reshaping how information is shared, consumed, and engaged with in the digital age. Its significance lies in its ability to democratize content creation and offer a unique platform for individuals and organizations to communicate, educate, entertain, and connect with global audiences. As an integral part of new media, podcasting transcends traditional communication boundaries, breaking free from the constraints of time and place, and adapting seamlessly to the fast-paced, on-the-go lifestyles of the modern world.

In the landscape of new media, podcasting stands out as a medium that empowers creators and listeners alike. For creators, it serves as an open canvas, where diverse voices, perspectives, and stories find an audience. It's a space where passionate enthusiasts, experts, storytellers, and educators can engage in meaningful discourse, unleashing a spectrum of topics and narratives that might otherwise go unheard. This democratization of content creation fosters a rich, diverse, and inclusive digital audio landscape, where niche interests and underrepresented voices are celebrated.

For listeners, podcasting represents a breath of fresh air in the often cluttered digital space. It offers an immersive, intimate listening experience that transcends the traditional boundaries of radio or television. Audiences can tune in to their favorite shows at their convenience, whether during commutes, workouts, or leisure time, enhancing the personalization and accessibility of content. Podcasting provides a welcome break from visual stimuli, allowing listeners to engage with captivating stories, thought-provoking discussions, and educational content through the power of sound alone.

Furthermore, the role of podcasting in new media extends to its adaptability and flexibility. Podcasts are not bound by the rigid schedules of traditional media; they adapt to the dynamic lifestyles of their audience. As new media continues to evolve, with digital platforms and on-demand content at its forefront, podcasting has effortlessly integrated into this landscape, allowing listeners to explore a vast library of content tailored to their interests.

Podcasting plays a significant and evolving role in the landscape of new media. Here are several key roles it fulfills in the realm of new media:

- **Democratization of Media:** Podcasting is a prime example of the democratization of media. It allows individuals and niche communities to become content creators and broadcasters, reducing the traditional barriers to entry in the media industry.
- **On-Demand and Time-Shifted Content:** Podcasting offers on-demand and time-shifted content, allowing listeners to consume media at their convenience. This flexibility caters to modern audiences with busy schedules and varied preferences for when and how they engage with content.
- **Independent Journalism and Storytelling:** Podcasts have become a platform for independent journalism, investigative reporting, and storytelling. Creators can delve into in-depth narratives and cover stories that may not receive mainstream media attention.
- **Niche and Specialized Audiences:** Podcasting serves niche and specialized audiences by offering content tailored to unique interests, hobbies, and communities. This role

extends to various genres, from hobbies like woodworking to specialized fields like crypto currency.

- **Diverse Content Ecosystem:** The medium supports a diverse ecosystem of content genres, from news and education to entertainment and true crime. This diversity contributes to a rich and varied media landscape within new media.
- **Personalized Content Discovery:** Podcast directories and algorithms enable personalized content discovery, helping listeners find content that aligns with their interests and preferences. This personalized approach is a hallmark of new media.
- **Global Reach and Cross-Cultural Exchange:** Podcasts have a global reach, fostering cross-cultural exchange and enabling creators and audiences from different parts of the world to connect and share perspectives.
- **Interactivity and Engagement:** Podcasts often encourage listener engagement through comments, feedback, and social media interaction. This interactive dimension is a hallmark of new media, facilitating direct connections between creators and their audience.
- **Monetization Opportunities:** Podcasting offers multiple monetization avenues, including advertising, sponsorships, listener donations, and premium content subscriptions. These revenue models reflect the evolving economics of new media.
- **Educational Resources:** Podcasts are used as educational resources in both formal and informal learning contexts. They provide accessible, long-form content on academic subjects, personal development, and self-improvement.
- **Podcasting Platforms and Aggregators:** The rise of dedicated podcasting platforms and aggregators, coupled with mobile apps, has simplified content discovery and subscription management. This convenience contributes to the accessibility of new media content.
- **Empowerment of Underrepresented Voices:** Podcasting empowers underrepresented voices, providing a platform for marginalized communities, social justice advocates, and diverse voices to share their experiences, perspectives, and stories.
- **Integration with Multimedia:** In the age of multimedia, podcasting integrates seamlessly with other forms of new media, including video, social media, and blogs, offering an immersive and multi-platform experience.

Podcasting's role in new media extends beyond content consumption; it encompasses content creation, democratization, and personalization, shaping a dynamic media landscape that continues to evolve and expand. Its adaptability and versatility make it a driving force in the ongoing transformation of the media industry.

## 12.8 BENEFITS OF PODCASTING :

For many years, the mobile phone screen has been the focal point of innovation in digital news. With headphones, earpods, and speakers, the practice of constantly scrolling through glass screens to find companionship or entertainment may now have a rival or a counterpart.

In the United States, awareness of the term "podcast" increased from 22% to 70% between 2006 and 2019. Furthermore, podcast consumption started to increase again in 2022 despite the disruption brought on by COVID-19 restrictions, which, for example, affected listening to audio while commuting.

In the 20 countries that were part of the Digital News Report 2022, 34% of respondents on average said they had listened to one or more podcasts in the previous month, and 12% said they had visited a news podcast.

Maybe we have an unrealistic and idealistic view of the medium, but podcasting seems to

have some of the benefits of the internet without some of its drawbacks. The "space" created by podcasts for discussion fosters an environment free from the quick-thinking, reductionist, and anonymous mudslinging cultures.

Podcasting offers journalism as whole new chances to expand our skills, reconsider the parameters and significance of our work, and come up with fresh approaches to interacting with the public. It's not just radio that stands to gain from this.

Trying out podcasting may present opportunities in the form of innovation, audience reach, and sustainability during a period of financial and professional upheaval.

### **12.8.1 Diversify the content of a news operation :**

As a digital, pre-recorded product – permanently available for listening through different modes and platforms – podcasting is free from the time and space constrictions that apply, in different extents, to traditional media outlets. For radio companies, podcasting breaks your content free from the time limits of synchronous programming and live broadcasting. For other news media (radio included) podcasts separate content creation from informative urgency, and open a space where new content and perspectives can breathe if the necessary resources for its development (time, tech and talent) are identified and provided.

### **12.8.2 Deepen the coverage of complex and dynamic issues :**

Podcasts work as a more intimate space to share experiences such as first-person narratives. They can be a more suitable format to collect and document diverse experiences and perspectives, or to explain and follow complex and extensive news stories. Podcasts also represent a chance to cover issues often postponed by the urgency of the news cycle. Moreover, it offers the chance to include more and more diverse voices in our coverage.

### **12.8.3 Increase creativity and flexibility in newsrooms :**

Unanchored from the informative urgency of daily news coverage, news podcasts allow the design and production of journalistic content in short-, medium- and long-term horizons, adding flexibility and creative opportunity around tasks such as production, crafting, writing, recording and audio editing. Podcasting allows the exploration of different “narrative languages” through the recording, editing, mix and addition of audio resources such as testimonies, documentary sounds, historical records, archive material, music, and ambient sound. News podcasts can also enrich and evolve the original palette of journalistic genres (debate, interview, chronicle, news bulletin) to reveal different formats that reach a wider and more diverse audience. Podcasts also offer a new way to speak to younger audiences fluent in media languages and platforms outside the traditional journalistic scope, such as participatory media, interactive media or mobile-first media.

Furthermore, podcasts offer “a new life” to traditional media sections, such as crime or cultural topics. And they unlock the hidden value of our ever-growing archives of daily news coverage that can serve as inspiration and material for new podcasts.

### **12.8.4 Expand content distribution :**

Podcasts have become a new medium for the distribution of journalistic content, reaching beyond the audience of traditional media through platforms like Spotify, Apple Podcasts and others. It is reasonable to think that these platforms reach not only a broader audience, but a different one. Due to the digital and mobile nature of smartphones, podcasts deploy the legacy of journalistic content to a space where younger audiences are. Because this new medium is still evolving and consolidating in different language markets, legacy media in some countries are poised to establish market share dominance early on: in audience, formats and among advertisers.

**12.8.5 Offer a new source of revenues :**

With careful strategic oversight and allocation of resources, podcasting has the potential to create new sources of income at a time of budgetary pressure.

There are different avenues to explore to make this sort of experiment have a return on investment:

**12.8.5.1 Advertising :**

Direct response ads (read by the podcast host and including a specific call to action, such as visiting a web page), have traditionally been used in podcasting. Over time, this has given way to brand recognition advertising. These hits can be included in the baked-in format, meaning they live in the podcast episode forever, or can be recorded and placed dynamically as part of a programmatic campaign. Both advertising options rely on access to comparable, comprehensive and segmented podcast listening metrics. In developing podcast markets, experiments would benefit from an open approach from advertisers to the unfolding specific dynamics of podcast consumption, as performance tends to build exponentially over time. In all cases, when it comes to journalistic initiative, there's a need for a clear distinction (for the brand, the medium, and the audience) between what is commercial information and what is journalistic content.

**12.8.5.2 Subscriptions :**

For those exploring subscription or membership models, podcasting and its inherent audience intimacy may offer an opportunity to differentiate your product offering, or an opportunity for your audience to directly finance future episodes. This differentiation can take the form of added value podcast-access in a premium subscription offer, or granting early access to premiere episodes, ad-free listening, or access to behind-the-scenes audio newsletters. There is also an opportunity to identify and meet new audience needs, as Radio Ambulante did with its Spanish language learning app.

**12.8.5.3 Events :**

Due to the conversational dynamic of some podcasts, and tendency to unpack niche topics, podcasting also favours the development of live events, in which the audience can be part of the recording of special episodes or meet the experts behind the microphones in panel discussions or workshops.

**12.8.5.4 Merchandising :**

A small but viable opportunity exists to monetize audience loyalty and sense of belonging through a merchandising strategy.

**12.8.5.5 Funding From Digital Platforms :**

This is a developing panorama, with questions to be answered regarding the intellectual property of the financed work, but having a podcasting strategy may position you to collaborate on content production through platform-financed projects. Editorial control is a key requirement in negotiating these deals.

**12.8.5.6 Funds From Journalism Innovations :**

Media houses with podcasting strategies may be able to access various innovation incubator funds, such as Google's journalistic innovation fund, or funds associated with specific themes (such as Gabo Foundation's fund for coverage of migratory reality and drug).

### **12.8.5.7 Institutional coverage partnerships :**

Where your editorial skills and audience access intersect with institutional expertise and talking points, opportunities may exist for partnerships that produce editorially independent content that is in the public interest. As with advertising, the source of funding should be made transparently clear to your audience.

These partnerships might include, for example, competitive funding programmes, where media companies act as publishers, developers and distributors in association with, for example, academic institutions. Consider academics looking to disseminate their scientific or academic research to the public in an accessible way. It should go without saying, but it always bears repeating: every new source of revenue must first pass the test of not compromising your editorial independence, or the quality of journalistic content you produce. Any media innovation is a challenge, but legacy media companies – particularly radio – have a distinct advantage in that they can begin experimenting with existing resources, talents and technology.

The process of internal resources mobilisation to conduct your experiments presents its own challenges and opportunities: it may be perceived as an unwelcome additional burden on top of existing daily tasks of technicians, support staff and journalists in your newsroom. But if your vision is well-conceived, communicated and carried through, the development of a new podcast area has the potential to inject new energy into the organisation, boost creativity, and discover and develop new talents and teamwork within the company. And finally, the development of podcasts to journalism's ethical and professional standards can help us not only to complement our existing work, but enrich it, by growing the space we have to create and distribute quality journalism.

## **12.9 SUMMARY :**

Podcasting is a dynamic and multifunctional medium for creating, delivering, and enjoying audio content. Its wide-ranging functions and services have transformed it into a prominent platform for education, entertainment, marketing, and community building. Podcasting serves as a content delivery and distribution channel, making it convenient for creators to reach their audience. Subscribers receive automatic updates, ensuring easy access to new episodes. In the educational realm, it provides a space for educators and experts to share knowledge. Podcasting also excels in the domain of entertainment, offering engaging and diverse content, from fictional narratives to celebrity interviews. As a marketing tool, it connects businesses with their target audience, fostering brand promotion and industry authority. Niche communities find a home in podcasting, forming dedicated fan bases around specific interests. Podcasting is a versatile digital multimedia platform that enables creators to produce, distribute, and share audio or video episodes with a global audience. The term "podcast" originated from the combination of "iPod" and "broadcast," but the medium has expanded to various devices and platforms. Podcasts come in series or seasons, covering a wide spectrum of topics, from news and entertainment to education and niche interests. Listeners can access podcasts through apps, websites, or streaming services, subscribing to receive automatic updates and downloading episodes for offline listening. This on-demand format allows flexible engagement, fitting into people's daily routines. Podcast creators enjoy creative freedom, exploring different formats, styles, and lengths to communicate, entertain, or educate. With its low entry barriers and global accessibility, podcasting has grown into a significant digital medium, fostering a diverse and dynamic audio landscape. In summary, the role of podcasting in new media is characterized by its transformative impact on content creation, consumption, and engagement. It empowers both creators and listeners, offering a

platform for diverse voices and providing audiences with a versatile, on-the-go listening experience. As new media continues to evolve, podcasting remains at the forefront, reflecting the changing dynamics of digital content and the profound influence of sound in the modern media landscape.

### **12.10 SELF-ASSESSMENT QUESTIONS :**

1. What is the key distinction between a podcast and traditional radio broadcasting, and how has it contributed to the popularity of podcasts in recent years?
2. What are the primary components of a podcasting setup, from recording equipment to audio editing software, and why is each component important?
3. Discuss the importance of effective storytelling in podcasting. How can storytelling techniques enhance the quality and engagement of a podcast?
4. What are the different ways in which podcasts can be monetized, and how can content creators effectively generate revenue from their podcasts?
5. How can you ensure that your podcast is accessible to a diverse audience, including individuals with visual impairments? What measures can be taken to enhance accessibility in podcasting?
6. Explain the legal and ethical considerations that content creators should be aware of in the podcasting industry, such as copyright, privacy, and responsible content creation.
7. What are some strategies for building and engaging with a dedicated audience for your podcast? How can you create a strong sense of community around your content?
8. Describe the role of podcasting in education and knowledge dissemination. Provide examples of how podcasting can be used for educational purposes.
9. What are the different techniques for promoting a podcast and expanding its reach? How can content creators effectively market their podcasts to a wider audience?
10. How can podcasting be leveraged as a tool for personal self-expression and creativity? Discuss the unique ways in which individuals use podcasting to share their stories and ideas.

### **12.11 SUGGESTED READINGS :**

1. "Podcasting for Dummies: Tee Morris and Chuck Tomasi:
2. "Podcast Launch: A Complete Guide to Launching Your Podcast with 15 Video Tutorials: John Lee Dumas:
3. "Podcasting: The Ultimate Guide to Record, Produce, and Launch Your Podcast and Build Raving Fans: Steve A. Hart:
4. "Out on the Wire: The Storytelling Secrets of the New Masters of Radio: Jessica Abel:
5. "Podcasting: The Audio Media Revolution: Martin Spinelli:

## LESSON - 13

# WRITING FOR ONLINE MEDIA

### AIMS AND OBJECTIVES :

- The primary aim of this course is to help students understand the diverse landscape of online media, including websites, blogs, social media platforms, and digital publications. Students will gain insights into the unique characteristics of online content.
- The course aims to enhance students' writing proficiency for the digital age. Students will learn how to adapt their writing style for online audiences, improving readability and engagement.
- Ethical aspects of online writing, such as avoiding plagiarism, fact-checking, and respecting privacy and copyright, are highlighted.
- Collaborative Writing: The course will encourage collaborative writing and teamwork, simulating real-world online media environments where multiple authors contribute to a publication.

### STRUCTURE :

- 13.1 Introduction
- 13.2 Landscape
- 13.3 Skill For Online Writing
- 13.4 Writing For Online Media
- 13.5 Types Of Content Writing
- 13.6 Tips For Writing For Online Media
- 13.7 Characteristic Features Of Online Media
- 13.8 Types Of Online Media Writing
- 13.9 Breaking News
- 13.10 News Stories
- 13.11 Multimedia: Visual Story Telling
- 13.12 The Syntax Of Online Writing
- 13.13 Summary
- 13.14 Self-Assessment Questions
- 13.15 Suggested Readings

### 13.1 INTRODUCTION :

"Writing for Online Media" refers to the practice of creating written content specifically tailored for digital platforms and online audiences. This form of writing encompasses a wide range of online mediums, including websites, blogs, social media, digital publications, and more. It recognizes the unique characteristics of digital communication, where content is consumed on screens and devices, often in shorter formats, and with a need for immediate engagement. Writing for online media involves not only the skill of crafting well-written and engaging content but also understanding the principles of digital communication, search engine optimization (SEO), multimedia integration, and audience engagement. Writers in this field adapt their style and content to suit the preferences and behaviors of online readers, seeking to inform, entertain, and connect with digital audiences effectively.

A dynamic exploration of the art and science of crafting content in the digital age. In a world where the internet is a primary source of information and communication, this course is your gateway to mastering the craft of writing for online platforms, from websites and blogs to social media and digital publications. With the increasing number of people owning smartphones with internet access, digital devices have taken over as our main means of communication. Approximately 68% 158 Online Journalism of the respondents to the Reuters Institute India Digital News Report 2019 stated that their primary source for accessing online news was their smartphone. The media ecosystem has undergone significant change as a result of the growing use of mobile phones. Consequently, the need for writers of online media content has grown in importance on digital platforms.

### **13.2 LANDSCAPE :**

Online media writing is widely available and becoming more varied in terms of social media platforms, devices, and content. Every media requires a different approach to its content. Writing must be adjusted to fit the needs of the specific medium because readers' profiles differ across platforms. On social media platforms like Facebook and Twitter, for instance, users tend to favor brief, sharp articles that are heavily centered around their own opinions and images. Twitter is public, formal, and adheres to structured content, whereas Facebook promotes informal and personal content. The prevalent conventions of the medium must be considered when writing for these platforms.

- a) News Websites and Blogs
- b) Writing for Social Networking Sites
- c) Interactive Writing

Whether you are a writer, blogger, social media manager, content creator, or aspiring digital journalist, one should be equipped with the skills and knowledge required to become a proficient and effective writer for the digital realm. In a landscape where online content reigns supreme, the ability to engage and inform online audiences is a valuable skill. This course is tailored to meet your needs. New terms in the digital sphere have emerged as a result of the evolution of media technologies. For instance, the editorial staff, whose primary duties include gathering and editing news, is now referred to as "content generators." Similarly, in online media, reporters and subeditors have evolved into "content writers" and, in higher positions, "content managers." This is mostly because editorials and news are now more highly regarded as marketable products in the digital sphere. More and more content is required as digital space grows in popularity in order to support the constantly growing medium. Because of your experience, you would be aware that writing for online media is a skill that is becoming more and more specialized and has its own set of rules, regulations, and guidelines. Unlike radio, television, newspapers, and magazines online media is free, open, and globally accessible to a wider audience than radio and TV news channels, which serve a specific audience and whose access is controlled financially. Thus, it becomes crucial that writers for online media are adaptable, imaginative, and creative. In addition to writing and editing, a digital content writer must possess additional technical skills, which you will learn in this unit. Furthermore, the writer must be able to multitask multiple roles while managing the news desk of the media outlet due to the advent of multimedia and digital convergence, which combines the features of all current media. We will cover a number of topics related to online media writing in this unit.

### **13.3 SKILL FOR ONLINE WRITING :**

For effective writing for on media the following skills are required.

- Must learn to adapt their writing styles to suit various online platforms and target audiences. For example, writing for a corporate blog may require a formal and professional tone, while creating content for a lifestyle magazine's Instagram account might involve a more conversational and engaging style. Understanding these nuances is crucial for effective online communication.
- Search engine optimization (SEO) is a fundamental aspect of online writing. The course aims to educate students on how to optimize their content for search engines, improving its discoverability and ranking. This involves the strategic use of keywords, meta descriptions, and other SEO techniques to enhance a piece of content's visibility.
- Effective content planning is a key skill. And the writers shall plan to learn how to plan and structure content for online media, including creating content calendars, setting publication schedules, and organizing content for consistency and relevance. Proper content planning ensures that writers deliver a steady flow of valuable information to their audiences.
- With the ever-increasing importance of multimedia in online content, this objective highlights the integration of images, videos, infographics, and other visual elements. Students shall learn how to incorporate multimedia to enhance engagement and convey information more effectively.
- The course delves into the art of crafting engaging and shareable social media content and writing to fit the specific demands of different social media platforms, whether it's composing concise tweets, engaging Facebook posts, or crafting captivating Instagram captions.

#### 13.4 WRITING FOR ONLINE MEDIA :

Today, material can be found in practically all facets of contemporary life. Books, periodicals, newspapers, blogs, websites, and even social media are all forms of information consumption for people. Because of the internet, a typical person actually spends roughly 7 hours every day reading online content. Writing for online media is different from writing for print media in a number of ways. Online readers have shorter attention spans, so articles need to be concise and to the point. Online articles are also more likely to be scanned than read in full, so it is important to use clear and concise headlines and subheadings, and to break up the text with images and videos. It makes sense that businesses are looking for skilled writers to provide content for their goods, services, and websites given the volume of content that is consumed every day.

Writing content is a creative process that involves thorough research, planning, writing, and editing before it is released on an internet platform with the intention of drawing in readers and keeping them there.

**By dividing this explanation of content authoring into three important phrases :**

- **The creative process of creating content:** It requires both original ideas and writing talent. Information must be presented in an intriguing and engaging way rather than only being reiterated.
- **Planning, research, writing, and editing with care:** A good piece of writing involves meticulous organization, research, and editing, whether it's an article, blog post, or even a social media update. Without these components, the text is probably going to be badly written or uninformative.

- **Aiming to attract, engage, and retain readers:** The ultimate goal of content writing is to reach and resonate with the target audience.

### 13.5 TYPES OF CONTENT WRITING :

While most people think of content writing as one homogenous entity, the reality is that there are different types of content writing, each with its own distinct style, purpose, and audience.

Some of the most popular types of content writing include

- ❖ **Article Writing:** Articles are usually informative pieces that are longer in length and provide detailed information on a particular topic. They are often published on digital publications or niche-oriented websites like Forbes, Huffington Post, and other such sites. Writing an article requires the content writer to have good SEO knowledge so as to ensure that the article ranks high on SERP.
- ❖ **Copywriting:** Copywriting is a type of content writing that aims to sell an offering or fulfil a marketing goal. It's usually short, persuasive, and to-the-point. Copywriters use various techniques like powerful headlines, call-to-actions, and even emotional triggers to get the reader to take the desired action. Content pieces that fit into this type include landing pages, social media marketing content, and even ads.
- ❖ **Press Releases:** Press releases are official statements that are sent out to the media with an aim to generate press coverage for a particular product, service, event, or even an individual. Press releases are well-written and newsworthy with an aim to increase the chances of them being picked up by reporters and journalists.
- ❖ **Technical Writing:** Technical writing is a type of content writing that focuses on providing information about technical subjects and products. This type of content is usually lengthy, detailed, and full of industry-specific jargon. It's aimed at those who already have some knowledge about the subject and are looking for more in-depth information. Technical writing can be in the form of user manuals, installation guides, FAQs, and more.
- ❖ **Long-Form Content:** Ebooks, case studies, whitepapers, and even research reports fall under the category of long-form content. These pieces are usually in-depth and provide detailed information on a particular subject. They are meant to be informative and as such, use formal language. These are usually used by businesses as lead magnets or even gated content to capture leads.
- ❖ **Content scriptwriting:** This type of content writing is used for creating content for videos, podcasts, or even infographics. Such content is usually short, sweet, and to-the-point with an aim to communicate the message as little time as possible.
- ❖ **Professional writing:** Professional writing is a type of content writing that involves interactions through professional communication channels such as business emails, memos, letters, and more. The style of writing is usually formal and covers a wide range of topics such as business proposals, marketing plans, employee communications, and more.

### 13.6 TIPS FOR WRITING FOR ONLINE MEDIA :

- ❖ Start with a strong headline. Your headline is the first thing that potential readers will see, so make sure it is clear, concise, and attention-grabbing.
- ❖ Get to the point quickly. Don't bury the lead. Start your article with the most important information first

- ❖ Use short paragraphs and sentences. Online readers are more likely to scan than read, so use short paragraphs and sentences to make your article easy to read.
- ❖ Use clear and concise language. Avoid jargon and technical terms. If you must use them, be sure to define them clearly.
- ❖ Use images and videos. Images and videos can break up the text and make your article more visually appealing.
- ❖ Link to other sources. If you are using information from other sources, be sure to link to them. This will give your readers more information and will help to establish your credibility.
- ❖ Optimize your article for search engines. Use relevant keywords throughout your article and in the title and meta description. This will help people to find your article when they search for information online.
- ❖ Be aware of your audience. Who are you writing for? What are their interests? What do they need to know? Tailor your writing to your audience.
- ❖ Be informative and engaging. Your goal is to inform your readers and keep them engaged. Write in a clear and concise style, and use humor and storytelling whenever possible.
- ❖ Be timely. Online readers are looking for the latest news and information. Write about current events and trending topics.
- ❖ Be social. Promote your articles on social media and other websites. Engage with your readers and respond to their comments and feedback.

### 13.7 CHARACTERISTIC FEATURES OF ONLINE MEDIA :

Writing for online media can be a rewarding experience. By following these tips, you can create engaging and informative articles that will reach a wide audience. Online media is not just an element within new media; it is an integral and transformative force that defines the digital era. Its roles encompass instant information dissemination, interactivity, global reach, diverse content formats, citizen journalism, real-time updates, personalization, monetization, data analytics, emerging technologies, educational opportunities, and social and political impact. Online media continuously reshapes the dynamics of new media, providing a platform for creativity, expression, information sharing, and engagement on a global scale. It shall fulfil the following features.

- ❖ **Instant Dissemination of Information:** Online media enables the rapid dissemination of information to a global audience. News, updates, and content can be published and shared in real-time, breaking down geographical barriers and ensuring that information reaches people quickly and efficiently.
- ❖ **Interactive Engagement:** New media thrives on interactivity, and online media facilitates this engagement. Audiences can actively participate through comments, likes, shares, and even direct contributions. This interaction creates a sense of community and dialogue, fostering a two-way communication process.
- ❖ **Global Reach:** Online media expands the reach of new media to a global scale. Content can be accessed from virtually anywhere in the world, allowing for the exchange of ideas, information, and culture on a worldwide scale.
- ❖ **Diverse Content Formats:** Online media accommodates a wide range of content formats, from text and images to audio, video, and multimedia presentations. This diversity of content enhances the richness of new media, catering to various learning styles and audience preferences.
- ❖ **Citizen Journalism:** Online media empowers individuals to become citizen journalists, bloggers, and content creators. This democratization of media allows for

diverse voices and perspectives, enabling a more inclusive and democratic information ecosystem.

- ❖ **Real-Time Updates:** Online media provides real-time updates, particularly in the context of news and events. This ensures that audiences have access to the latest information, enhancing their awareness and understanding of current events.
- ❖ **Personalized Content:** Online media often leverages algorithms to deliver personalized content to users. This tailoring of content based on user preferences and behavior enhances the user experience, making it more relevant and engaging.

### 13.8 FORMATS ONLINE MEDIA WRITING :

A wide range of writing genres can be found in online media, such as news, features, articles, photo features, lifestyle, entertainment, sports, health, and business articles. It differs from other media in that it offers "live" news coverage and multimedia content, unlike print media. Every genre has a unique writing style that sets it apart from the others. Expression and creativity set one language apart from the other, even though the fundamentals of vocabulary, grammar, and syntax rules are still the same. Although writing for online media is a relatively new genre in and of itself, new fields of study are developing within it. Additionally, news about celebrities, entertainment, and movies (Bollywood, etc.) is highly sought after and receives a lot of page views. They are written in a gossip-style with celebrity quotes and images. News about education, particularly exam results, is another topic that has been getting a lot of interest and page views. In order to keep readers interested, the online writer must continuously keep an eye on these new developments and produce succinct news pieces.

### 13.9 BREAKING NEWS :

Breaking news is defined as information that is currently only preliminary in nature. It could be any kind of event or occurrence, such as an earthquake, accident, or the passing of a notable person. Such news is promptly displayed as a running ticker on digital media to grab readers' attention right away. The most crucial responsibility of an online writer is to deliver the news quickly and in the clearest possible language. It's likely that you've seen TV channel tickers 163, which feature one or more lines describing an event. The texts are moving, one after the other. It provides information about what occurred, where it occurred, the parties involved, and the fallout from the incident. Since "breaking news" has a 24-hour production cycle, it is a feature that is common to digital media and TV channels but is absent from print media.

### 13.10 NEWS STORIES :

News is the central component, the very heart and soul of online media. It is both its greatest asset and the most significant thing overall. Anything that is new, fresh, and not previously known is considered news. News should be "Original, Distinctive, Romantic, Thrilling, Unique, Curious, Quaint, Humorous, Odd and Apt-to-be talked about," according to Joseph Pulitzer. Its relevance, closeness, prominence, significance, human interest, and mysteries draw attention.

Between "breaking news" and fully developed stories are developing news stories. The Uttarakhand landslide incident is a breaking story, but it is being moved to the developing stories basket as more and more information becomes available. It is occasionally updated with bullet points to illustrate how it is always evolving. Information such as "Rains hinder rescue operation," "Road blocked between such and such city due to landslide,"

"Uttarakhand Chief Minister visits hospital and meets those injured in landslide," and so on could be added to the news above. The desk compiles all the information and then writes a full news story. The story may occasionally have a backgrounder added to it in order to add more detail. The positioning of developing stories is generally on the first frame of the website and on the top as it is the first lead of high news value.

### **13.11 MULTIMEDIA: VISUAL STORY TELLING :**

An old proverb states that "a picture is worth a thousand words." It is said that images create visual features, words create features. The term "photo features" refers to the predominance of visual components. Photos must be positioned prominently after their composition in order to be effective. Photographic features are given special attention in magazines and websites such as Life and Time. The writer must use attention-grabbing headlines and captions when writing for photo features in order to draw readers in. There are instances when the arrangement of the pictures is such that they tell a story in their own unique way. Pictures and multimedia offer a visual diversion from the deluge of text in online media. They also improve a news article's beauty and significance.

### **13.12 THE SYNTAX OF ONLINE WRITING :**

The syntax, language, and sentence structure are essential when writing feature stories, analyses, and news reports. A strong emphasis on writing that is optimized for search engines, as this is crucial for reaching a wider readership. Social media platforms like Facebook, Instagram, LinkedIn, Twitter, and Google Plus+ are important ways to connect with a larger audience.

The way words and sentences are put together to express ideas and meanings is known as syntax. When writing news stories for online media, there are unwritten guidelines that one must follow. News is written for informational purposes and readers who may not be highly literate, in contrast to literature. Online writing necessitates concise, easily understandable sentences that are written with the reader in mind. The language is straightforward and matter-of-fact rather than convoluted and red herring. The intention is to be as explicit as possible when delivering information and opinions. Likewise, no complex sentence structure or words with multiple meanings should be employed. Then number of words in each sentence should not exceed 16-18 and a single idea needs to be conveyed in one sentence. Uses of complex sentences are best avoided while writing news stories, although they are often used in feature writing as part of creative liberty.

- a) Writing Style-Language
- b) Choice of Words and Phrases
- c) Sentence Construction
- d) Structure and Paraphrasing

### **Vocabulary of New Media Writing :**

1. Behaviour Segmentation is the methodology of segmenting the target audience into smaller categories based on their social, political, public and personal behaviour towards a brand, product or service. This term is used while writing for social media marketing.
2. Bitly is used to make longer website URLs shorter and simpler to share on social media platforms.
3. Clicktivism is a term given to social activism carried out on the web by the social media

users.

4. Click Bait refers to the new media marketing strategy that is used to serve the users much sensationalised stories and advertisements on the web in order to get more clicks. It is virtual bait given to the users to get more engagement in the form of more clicks on their news or advertisement items.
5. Crowd sourcing refers to fetching the content from a group of people on the social media platforms on the web.
6. Filter is used to enhance the look and texture of the image by adding colours, brightness, contrast and visual effects. Filters are commonly used by the social media users on Snapchat and Instagram.
7. Geo-targeting is a marketing technique used by the advertising agencies to deliver content to geographically scattered social media users. It allows the advertisers to segment, target and position different groups of people.
8. News jacking is a marketing gimmick using which the brands promote their products or services online by aligning it to a current issue. This is a common practice used by the marketers to inject their ideas in a trending news story in order to capitalize on the popularity of a news story and get more attention and to increase the product sale.
9. Podcast refers to the audio-visual episodic series, stored in the form of digital files that is available to be downloaded from the Internet as per user's convenience.
10. Pay Per Click (PPC) is the practice of placing advertisements on the websites and paying a certain amount of fixed money for every click that a user does on the advertisement.
11. Search Engine Optimization (SEO) refers to the process of improving the quality of traffic to a website from a search engine.
12. Troll is the practice of defending or offending users on social media by posting strong statements and sarcastic or abusive messages to a particular person or group to garner more attention and reactions.

### 13.13 SUMMARY :

Online media, within the broader context of new media, assumes a multifaceted role that reshapes the way we consume, create, and engage with information and content. At its core, online media revolutionizes the dissemination of information by providing a platform for instant and global access to news, updates, and diverse content formats. The interactive nature of online media fosters engagement, allowing audiences to actively participate through comments, shares, and contributions, thereby transforming passive consumption into a dynamic, two-way dialogue.

One of its most profound contributions is its role in democratizing media. Online media empowers individuals to become citizen journalists, bloggers, and content creators, amplifying diverse voices and perspectives in the digital sphere. This inclusivity and diversity enrich the fabric of new media, fostering a more democratic and representative information ecosystem. Real-time updates, particularly in the realm of news and events, are a hallmark of online media. The ability to provide timely information ensures that audiences remain informed and connected to current events, and this instant access is central to the dynamic nature of new media. The availability of diverse content formats, from text and images to audio, video, and multimedia presentations, caters to varied learning styles and audience preferences. The online media landscape continuously evolves, integrating emerging technologies like augmented reality, virtual reality, and artificial intelligence to enhance storytelling, immersive content, and user engagement.

**13.14 SELF-ASSESSMENT QUESTIONS :**

1. Explain the significance of adapting writing styles for different online platforms and audiences?
2. Provide examples of how you would adjust your writing style for a corporate blog versus a lifestyle magazine's social media account.
3. Describe the role of search engine optimization (SEO) in online writing.
4. How can the strategic use of keywords improve the visibility and discoverability of online content?
5. Why is content planning essential in online media?
6. How would you structure and organize content for a website, and what benefits does this offer in terms of user experience?
7. Explain the importance of integrating multimedia elements into online content.
8. Provide examples of how images, videos, or infographics can enhance engagement and convey information effectively.
9. Describe the unique demands of social media writing for different platforms.
10. How can you craft engaging and shareable content on social media while respecting platform-specific conventions?
11. Why is understanding your audience's preferences, behaviors, and needs crucial in online writing?
12. How can you tailor content to resonate with your target audience effectively?
13. Discuss the importance of rigorous editing and proofreading in online content.
14. How would you approach editing and proofreading to ensure accuracy, clarity, and professionalism in your work?
15. Explain the role of analytics tools in evaluating the performance of online content.
16. How can data-driven insights inform content strategy and decision-making?
17. Why is it important to adhere to ethical standards, such as avoiding plagiarism and respecting copyright, in online media?
18. How would you handle ethical dilemmas related to online content, such as issues of privacy or consent?
19. Discuss the advantages of collaborative writing in the context of online media.

**13.15 SUGGESTED READINGS :**

1. Everybody Writes: Your Go-To Guide to Creating Ridiculously: Good Content Ann Handley
2. Contagious: How to Build Word of Mouth in the Digital Age : Jonah Berger: "Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less: Joe Pulizzi
3. Writing Tools: 55 Essential Strategies for Every Writer: Roy Peter Clark: "The Elements of Content Strategy: Erin Kissane
4. Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath: "Influence: The Psychology of Persuasion: Robert B. Cialdini
5. Digital Journalism" edited by Kevin Kawamoto:
6. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age: Paul Bradshaw and Liisa Rohumaa

## LESSON-14

# E- JOURNALISM

### **AIMS AND OBJECTIVES :**

The primary aims and objectives of the E-Journalism are

- To nurture proficient digital journalists who are well-equipped to adapt to the changing landscape of journalism in the digital age.
- To prepare students to be multimedia storytellers, capable of harnessing the full range of digital media to convey news and stories effectively.
- To equip students with the skills needed to engage audiences and effectively distribute journalistic content in the digital realm.

### **STRUCTURE :**

- 14.1 Introduction
- 14.2 Characteristics Of E Journalism
- 14.3 Key Features Of E-Journalism
- 14.4 E-Journalism & Journalists Of Benefits For Journalists And Audiences Alike  
Benefits For Journalists
- 14.5 Formats
- 14.6 General Principles Of Writing For New Media
- 14.7 Role Of E-Journalism
- 14.8 Understanding Online Journalism
- 14.9 Characteristics Of Online Journalism
- 14.10 Ethical Considerations Of Writing News On The Web
- 14.11 Writing For Blogs And Video-Logs
- 14.12 Summary
- 14.13 Self- Assessment Questions
- 14.14 Suggested Readings

### **14.1 INTRODUCTION :**

E-Journalism, or Electronic Journalism, is a dynamic and multifaceted course designed to equip students with the knowledge and skills necessary to thrive in the digital age of journalism. This reflects the ever-evolving world of digital media and how it has transformed the field of journalism. Through a series of engaging modules, students will dive into the core concepts, techniques, and ethical considerations that define E-Journalism today. This practice of journalism in the digital age involves news gathering, reporting, and dissemination are primarily conducted through electronic means, including the internet, social media, and various digital platforms. It encompasses the creation and distribution of news content through online channels, revolutionizing the traditional journalism landscape. E-Journalism leverages digital tools and technologies to reach wider audiences, engage with readers interactively, and adapt to the fast-paced and ever-evolving world of digital media. This form of journalism encompasses various formats, including text, images, videos, podcasts, and interactive features, enabling journalists to convey news and stories effectively in the online sphere.

- ❖ Explore the principles of data journalism, teaching students to gather, analyze, and present data-driven news stories.
- ❖ Encourage to experiment with emerging technologies, such as virtual reality (VR) and augmented reality (AR), for immersive storytelling.

## 14.2 CHARACTERISTICS OF E JOURNALISM :

E journalism demands certain characteristic features to be effective in its production and distribution.

- ❖ **Comprehensive Understanding:** To provide students with a comprehensive understanding of the digital journalism landscape, including the evolution of journalism in the digital age and the impact of digital technologies on news production and consumption.
- ❖ **Online News Production Skills:** Online news production, covers digital news writing, content management systems, and multimedia integration for effective digital storytelling.
- ❖ **Data Journalism Proficiency:** Proficiency in data journalism, includes data collection, analysis, and visualization, and to produce data-driven news stories for enhanced reporting.
- ❖ **Investigative Reporting Skills:** Techniques of investigative reporting adapted to the digital environment, empowering them to uncover and report on critical issues using online resources and tools.
- ❖ **Audience Engagement:** To educate students on strategies for engaging with online audiences effectively, utilizing social media, interactive features, and user-generated content to foster a sense of community and receive feedback.
- ❖ **Ethical Journalism:** A strong sense of ethical responsibility in digital journalism, by itself emphasizing the importance of accuracy, objectivity, privacy, and the responsible use of social media and user-generated content.
- ❖ **Legal and Regulatory Knowledge:** The legal and regulatory aspects of online journalism, includes issues related to copyright, defamation, government regulations, and how to navigate these complexities while maintaining ethical and responsible reporting.
- ❖ **Multimedia Storytelling Skills:** Skills in multimedia storytelling, allows them to craft compelling news narratives through the integration of text, images, videos, and interactive elements for enhanced audience engagement.
- ❖ **Entrepreneurial Journalism Awareness:** Entrepreneurial aspects of journalism in the digital era, include the development of digital media startups, understanding revenue models, and creating sustainable online news platforms.
- ❖ **Future Trends and Adaptability:** To introduce students to emerging technologies and trends shaping the future of E-Journalism, preparing them to adapt and thrive in the ever-evolving field of online journalism and digital media.

These features of E-Journalism, can help in navigate the challenges and opportunities presented by the digital landscape while upholding the principles of responsible and ethical journalism.

## 14.3 KEY FEATURES OF E-JOURNALISM :

E-journalism, also known as digital journalism or online journalism, is a form of journalism that uses electronic media to disseminate news and information. It is the convergence of traditional journalism with digital technologies, such as the internet, mobile devices, and social media.

E-journalism has revolutionized the way news is consumed and produced. It has made news more accessible and immediate, and it has given journalists new tools to tell stories.

**Here are some of the key features of e-journalism :**

- **Interactivity:** E-journalism allows for a high degree of interactivity between journalists and their audience. Journalists can use social media to engage with their

audience, and audience can provide feedback and comments on news articles and stories.

- **Multimedia:** E-journalists can use a variety of multimedia elements to tell stories, such as text, images, audio, and video. This allows them to create more engaging and informative content for their audiences.
- **Timeliness:** E-journalism allows journalists to publish news stories as soon as they happen. This is in contrast to traditional journalism, where news stories are often delayed until the next day's newspaper or broadcast.
- **Global reach:** E-journalism has a global reach. Anyone with an internet connection can access news and information from all over the world.

#### 14.4 E-JOURNALISM & JOURNALISTS OF BENEFITS FOR JOURNALISTS AND AUDIENCES ALIKE BENEFITS FOR JOURNALISTS :

- **More tools:** E-journalism gives journalists new tools to tell stories, such as multimedia and interactivity.
- **Wider reach:** E-journalism allows journalists to reach a wider audience than traditional journalism.
- **Faster feedback:** E-journalism allows journalists to get feedback from their audiences more quickly than traditional journalism.

#### Benefits for audiences :

- ❖ **More accessible:** E-journalism is more accessible than traditional journalism. Audience can access news and information from anywhere in the world, at any time.
- ❖ **More engaging:** E-journalism is more engaging than traditional journalism. Audience can interact with journalists and other audience members, and they can access a variety of multimedia content.
- ❖ **More timely:** E-journalism is more timely than traditional journalism. Audience can get the latest news as soon as it happens.

#### 14.5 FORMATS :

E-journalism is a rapidly evolving field. New technologies and platforms are emerging all the time. Journalists and audience alike need to be adaptable and willing to learn new things in order to keep up.

Some examples of e-journalism include

- ❖ **Online news websites:** Online news websites such as The New York Times, The Washington Post, and BBC News provide up-to-date news and information on a variety of topics.
- ❖ **News blogs:** News blogs are written by journalists or bloggers who provide commentary and analysis on news events.
- ❖ **Social media:** Journalists use social media platforms such as Twitter and Facebook to share news stories, engage with their audiences, and get feedback.
- ❖ **Podcasts:** Podcasts are audio or video programs that are released episodically. Many podcasts focus on news and current events.

#### 14.6 GENERAL PRINCIPLES OF WRITING FOR NEW MEDIA :

There are some general principles involved in writing for the new media which includes websites, blogs, video logs, social networking sites etc.

1. Writing for instant communication via the web has to be in brief, using simple, concise, semi-formal or colloquial and very direct language. Short forms of terms are used while new media writing. This is primarily because the Internet users want quick and short information that is readily available for their consumption at their convenient location, space and time.
2. One paragraph for new media platforms should be of min. 2 sentences and maximum of 5 sentences. Shorter posts lead to better engagement of users than the longer posts.
3. Use of grammar rules and punctuation marks is a must to make meaningful media messages. Do not over use exclamation marks to emphasise your point as the professional use of punctuation is one mark at a time.
4. There has to be a visual break between two paragraphs. Insert images that support the textual content to maintain the interest of the user in the story.
5. The scripts for new media are to be written in the present tense and neither in the past nor in the future tense. This is done to convey the sense of immediacy and newness to the content shared.
6. The new media scripts are written using active voice. Use of passive voice is avoided while writing to keep the sentence simple and largely comprehensible. Use of active voice lends dynamism to your writing. For Example: Mom read the novel called “A Thousand Splendid Suns.” (Active voice) “the novel called “A Thousand Splendid Suns” was read by mom. (Passive voice)

Write authentic facts and figures by checking them from the credible information sources. Be specific in your writing rather than being vague while reporting events on social media.

**For Example:**

**Sentence 1:** The weather is very dicey today. (Vague description)

**Sentence 2:** It rained heavily in the morning but the sun shone at noon. (Specific description)

7. Ensure that you make the correct use of homophones in your writing. Homophones are words that sound similar but are spelled differently.

**For Example:** the words – “by, bye and buy” are a set of homophones that are pronounced likewise but have different connotations and usages. Similarly words like “right and write” or “see and sea” are homophones with different uses.

Accustom yourself to using the software and online tools available on the web to check your language and grammar. Use the online tools available for making e-survey forms and for citing the references and making the bibliographies in the correct manner for giving a credible and authentic research base to your news articles.

- ❖ Use your opinions, ideas and emotions wisely and morally without hurting the sentiments of an individual or a group.
- ❖ Proof-read the digital copy to check spelling mistakes and weed out difficult words, unnecessary explanations.
- ❖ Cut short the long sentences in your write up. It is recommended by the new media experts that if you read your write up loudly, you may be able to edit it in a better way or a different perspective to write the story may strike you.
- ❖ Study the intellectual property rights with emphasis on the copyright laws. Make sure that you don't infringe the copyright and use the content while respecting the legal and ethical aspects involved in the story.

## 14.7 ROLE OF E-JOURNALISM :

E-Journalism, or electronic journalism, plays a multifaceted and transformative role in the realm of news and media. It encompasses the use of digital technologies and online platforms for the creation, dissemination, and consumption of news and information. The role of E-Journalism can be elaborated in the following key aspects:

- ❖ **Instant News Delivery:** E-Journalism facilitates the rapid delivery of news to global audiences. News can be reported and shared online in real-time, ensuring that breaking stories are accessible to people across the world as they happen. This immediacy is a defining characteristic of digital journalism.
- ❖ **Diverse Content Formats:** E-Journalism accommodates a wide range of content formats, including text, images, audio, video, interactive graphics, and multimedia presentations. This diversity enables journalists to convey information and engage audience through various media, enhancing the overall storytelling experience.
- ❖ **Global Reach:** E-Journalism transcends geographical boundaries, making news accessible to a global audience. Journalists can report on events occurring in remote locations, and readers/viewers can access this information regardless of their physical location. This global reach fosters a deeper understanding of international events and perspectives.
- ❖ **Interactivity and Engagement:** E-Journalism encourages audience engagement and interactivity. Audience can actively participate through comments, likes, shares, and direct contributions. This two-way communication fosters a sense of community and dialogue, enabling readers/viewers to have a voice in the news narrative.
- ❖ **Citizen Journalism:** E-Journalism empowers individuals to become citizen journalists. With the ubiquity of smart phones and online platforms, ordinary people can report on events and share their perspectives. This democratization of media allows for diverse voices and grassroots reporting, contributing to a more inclusive and diverse news landscape.
- ❖ **Multimedia Storytelling:** E-Journalism leverages multimedia elements to enhance storytelling. Journalists can incorporate images, videos, infographics, and interactive features to provide comprehensive and engaging coverage of news stories.
- ❖ **Data-Driven Reporting:** Data journalism is a prominent aspect of E-Journalism, allowing journalists to gather, analyze, and present data to uncover insights and trends. Data-driven reporting enhances the depth and credibility of news coverage.
- ❖ **Ethical Reporting:** Maintaining ethical standards remains a cornerstone of E-Journalism. Journalists are expected to adhere to principles of accuracy, fairness, objectivity, and responsible reporting. Ethical considerations are crucial in a digital landscape where information can spread rapidly.
- ❖ **Monetization Strategies:** E-Journalism explores various monetization strategies to support the sustainability of digital news ventures. These strategies may include digital advertising, subscriptions, paywalls, sponsored content, and crowdfunding efforts.
- ❖ **Impact on Society:** E-Journalism has a profound impact on society by shaping public opinion, influencing social and political discourse, and serving as a watchdog on government and corporate activities. It plays a pivotal role in holding institutions accountable and advocating for social change.

## 14.8 UNDERSTANDING ONLINE JOURNALISM :

With a few clicks, you can now access almost the entire world of journalism and its vast variety of sources along with multimedia materials. Before we delve deeper into

multimedia or online journalism, let us understand a few definitions and keywords. Holly defines online journalism as original writing and reporting that are delivered via the World Wide Web. Today as we are witnessing that all types of work is getting transferred onto the online mode, the media industry has also not lagged behind but has ventured deeper into it and is exploring new opportunities of online news delivery and related online news businesses. In the prevailing atmosphere of cut-throat competition in the news industry, those news organizations who are not adapting the online medium are expected to lose their competitive edge and may be unable to sustain for long.

While trying to search for any reading material, picture or video on internet, certain keywords in the search engine get results running into several hundreds of web pages. Sometimes these links get you on to a blog, many times on to a news website and occasionally to government websites. All these links do not belong to online journalism. Only, websites belonging to media houses or blogs created by professional journalists for providing authentic information to their readers can be categorized as online journalism. Actually, in recent times you might have noticed that the line between professional and personal journalistic writings are blurring significantly, mainly due to proliferation of social media and its popularity. The online medium provides journalists with a vast range of options to gather information in an interesting and entertaining way. The internet provides opportunity for instant publishing, archiving, linking, use of audio and video with greater interactivity and also provides instantaneous feedback. All these features give online journalism an upper hand over other media. These key features of online news medium has a great impact on conventional media e.g. newspaper, radio, and television. Online medium is not only posing a challenge to the conventional media but is also forcing them to adopt changes in their newsroom operations and news delivery platforms.

#### 14.9 CHARACTERISTICS OF ONLINE JOURNALISM :

- ❖ **Online:** As the word suggests, it operates on a online platform which can be seen or updated in real time. Here breaking news and events can be updated as it happens - like live telecast in television news channels, live updates in news websites are quite common nowadays. While we have had this facility in Radio and TV also where we gather around and take updated information, the difference here is that it can be seen on your computing devices and even hand-held gadgets like mobile with some added features.
- ❖ **Shifted time:** Online journalism also takes advantage of shifted time. Online publications can archive stories for now or later. Users can read those stories at any time of their choice. In other medium this facility is not available easily. In the conventional print media, if you want to read any previous day's or month's newspaper you have to get access to the news organization library or one should collect newspapers on daily basis and archive it periodically – which can be quite a tedious task.
- ❖ **Multimedia:** Online journalism can include multimedia elements: text and graphics (newspaper and books), sound, music, motion elements and animation (television format), 3D, etc. Integrating multiple media sources for a news story is one of multimedia journalism's biggest opportunities. The majority of media companies currently offer variations of their "parent" products. Digital text is offered by newspapers, audio snippets by radio stations, and links to streamed videos by television networks. However, multi-media is giving these news organizations the chance to incorporate different designs as well. This adaptation is visible at a number of locations. These days, radio stations not only offer audio files but also text and

image content to accompany them; the websites for Voice of America (VoA) and All India Radio (AIR) bear witness to this.

- ❖ **Trends In Online Journalism** : Online journalism is evolving due to the daily emergence of new technologies in the digital realm and the shifting preferences of users. Not only do these trends help reach a larger audience, but they also offer users fresh experiences.
- ❖ **Time Shift Journalism** : The times when we eagerly anticipated a television program's rebroadcast have passed. In a similar vein, we are not required to schedule individual recordings of popular television programs. Because all we have to do in this day of internet technology is look up the content online and watch it whenever it's convenient for us. The explanation is straightforward: time shift journalism and content are needed now. Additionally, there may be differences in the timing of our initial exposure to information and our eventual consumption of it. For this reason, tabs that say "read later" or "watch later" have proliferated.
- ❖ **Emergence of New Digital Platforms** : In order to meet the consumers demand, new technologies are emerging and giving opportunities of new experience of news. Emergence of several new devices like tablets and smartphones are becoming very challenging for online journalism. Compounded with this challenge is the increasing number of operating systems, for example, there are two major types: iOS, and Android in the mobile market. Basically, these new devices are changing the way that we consume news. Online media houses have to be compatible with these changing technologies. Many media houses are coming up with new applications to meet these challenges. But as the product life cycles are getting shorter and shorter in this digital age it is finally up to different news organizations and other online entities to try and figure out how they can produce the kind of product that will fit into these sorts of niches.
- ❖ **Publishing Online** : Publishing online has become easy with the advent of many online platforms and new technologies. Publishing content on blogs and social networking sites has become very common and popular among youth. On social networking sites too, the youth are dominating. Another new thing which is becoming common among youth is 'mobile phone blogging'. This is location based instant blogging. They use their camera to shoot or click a photograph and post it instantly. It has made online journalism more competitive. Now the success of a website does not only depend on the quality of its own content but also on the gathering content online by following online platforms like blogs, micro blogging websites and social networking websites.

#### **14.10 ETHICAL CONSIDERATIONS OF WRITING NEWS ON THE WEB :**

While writing news on the web the following ethical Consideration are followed

- Follow the ethical journalistic principles of truth, fairness and objectivity while writing news on the web.
- Do not give your own biased viewpoints in the news article. Consider coverage of multiple perspectives.
- Publish facts and figures only by checking their authenticity and cite credible sources of information.
- Respect the right to privacy of the interviewed subjects.
- Do not manipulate the quotations of people to make the content sellable and avoid publishing ethnically controversial or religiously provoking pictures.

- Be accountable for what you write in the news story by mentioning your name in the by-line instead of keeping anonymity. Also, do not post news content by making a fake email address or fake virtual identity.
- Do not use business tactics as a journalist to favour a particular brand or a product while writing news on the web.
- Do not write anything that harms the public sentiment by any means or form.

#### **14.11 WRITING FOR BLOGS AND VIDEO-LOGS :**

Writing for blogs involves sharing personal opinions, product or service reviews in the public forums for two way interaction on the web. Blogs and video logs offer information and entertainment. Most of the media professionals are becoming popular bloggers. A blog post starts with planning the topic and creating the outline of the post through research and articulation skills. Writing a blog has to be according to the tastes and preferences of the target readers. A good blogger always puts the audience first. Write content that people want to read, share and re-post on social media networks.

- The headline has to be informative, curiosity invoking and entertaining.
- Language has to be informal or semi-formal and very colloquial for the readers.
- Use images and hyperlinks to enhance the blog post performance.
- Avoid repetition of facts and use of jargons and technical terms.
- Write short sentences and shorter paragraphs with hashtags and URLs.
- Use direct speech and active voice instead of indirect speech and passive voice while writing a blog. This is done to give it relevance in the present scenario.
- Avoid writing leading statements in blogs to persuade readers for adopting certain behaviours or buying certain brand's products and services.
- Keep the blog posts short and concise and avoid writing call to action for promotion of certain brands.
- Give tips and techniques related to the issues that concern your readers at a personal or professional level.
- Visual storytelling is one of the most popular techniques used by bloggers where images play the key role in explaining the content matter and text is used as filler due to the low attention and retention span of readers.

Writing for New Media is the skill every contemporary journalist has to inculcate to stay in synch with the digital media led convergent journalism. This module was an academic attempt to create a foundational learning base for the students who aspire to become social media writers and social network managers. It covered the various technical as well as ethical aspects of writing news on the web. This module also cultivated a basic understanding about writing for social media marketing using tools, language tips and technical details. It has also given the basic guidelines for writing blogs and video-logs that are becoming increasingly popular among the geographically scattered and diverse digital media users.

#### **14.12 SUMMARY :**

The E-Journalism course is a comprehensive journey into the world of digital journalism, where the traditional boundaries of news production and consumption are transcended by the digital age. This course encompasses a wide array of modules designed to equip students with the knowledge and skills essential for thriving in the dynamic and ever-evolving digital journalism landscape. A deep understanding of the digital journalism ecosystem, starting from its roots in traditional journalism and progressing to the impact of digital technologies on news production and distribution are essential for the professionals.

One should imbibe practical skills in online news production, data journalism, and investigative reporting, empowering them to craft compelling news stories with accuracy and precision.

Strong emphasis on audience engagement, ethical journalism in the digital era, and legal considerations, ensures that students are not only adept at producing content but also responsible and ethical digital journalists. To create engaging narratives one will master the art of multimedia storytelling, combining text, images, videos, and interactive elements. They will explore entrepreneurial aspects of digital journalism and become aware of emerging technologies and trends that are shaping the future of the field. Professional will be well-prepared to embark on a successful career in E-Journalism, where they will navigate the complexities and seize the opportunities presented by the digital landscape. They will become proficient digital journalists, capable of engaging diverse online audiences and contributing to responsible, accurate, and impactful reporting.

#### **14.13 SELF-ASSESSMENT QUESTIONS :**

1. Explain the fundamental skills required for digital news reporting in the context of E-Journalism?
2. How comfortable are you with multimedia storytelling in E-Journalism, and what are the elements you excel in?
3. Outline strategies for engaging an online audience and fostering interactivity in your E-Journalism work?
4. How proficient are you in data journalism, and can you provide examples of data-driven stories you've produced?
5. How do you prioritize ethical considerations in your E-Journalism work, and can you cite instances where you've had to make ethical decisions?
6. Have you explored various monetization strategies for digital news ventures, and which strategies do you believe are most effective?
7. How do you see the impact of E-Journalism on society, and can you provide examples of journalistic advocacy or societal change influenced by digital reporting?

#### **14.14 SUGGESTED READINGS :**

1. Digital Journalism: Bob Franklin and David Murphy: This comprehensive textbook covers the fundamentals of digital journalism, including multimedia storytelling, audience engagement, and ethical considerations.
2. Data Journalism Handbook : Jonathan Gray, Liliana Bounegru and Lucy Chambers
3. The Elements of Journalism: What News people Should Know and the Public Should Expect : Bill Kovach and Tom Rosenstiel:
4. Interactive Journalism: Hackers, Data, and Code: Nikki Usher:
5. Online Journalism Ethics: Traditions and Transitions : Cecilia Friend and Jane B. Singer:
6. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail : Clayton Christensen:
7. Engaged Journalism: Connecting with Digitally Empowered News Audience : Jake Batsell
8. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age :Paul Bradshaw and Liisa Rohumaa:
9. The Art of Data Science: Roger D. Peng and Elizabeth Matsui:

## LESSON - 15

# WEB DESIGN – WEBSITES - BLOGS

### AIMS AND OBJECTIVES :

After Reading this lesson the student will be able to

- Learn the intricacies of Web designing
- Understand the importance of blog
- Differentiate between web design and UX design

### STRUCTURE :

- 15.1 Introduction
- 15.2 Blog
- 15.3 Elements Of A Blog
- 15.4 Types Of Blogs
- 15.5 Blog Vs Website
- 15.6 Own Blog
- 15.7 Bloggers
- 15.8 Elements Of A Blog
- 15.9 Web Design
  - 15.9.1 Types Of Web Design
    - 15.9.1.1 Responsive Web Design
    - 15.9.1.2 Adaptive Web Design
- 15.10 User Experience & Design?
- 15.11 Web Design Vs UX Design
- 15.12 Summary
- 15.13 Self Assessment Questions
- 15.14 Suggested Readings

### 15.1 INTRODUCTION :

Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development. Web design used to be focused on designing websites for desktop browsers; however, since the mid-2010s, design for mobile and tablet browsers has become ever-increasingly important.

### 15.2 BLOG :

A blog (short for “weblog”) is an online journal or informational website run by an individual, group, or corporation that offers regularly updated content (blog post) about a topic. It presents information in reverse chronological order and it’s written in an informal or conversational style. Many people look for ways to expand their online presence and while one of the most popular strategies is launching a blog, not everyone knows what is a blog and how to start one.

When blogs first emerged around 1994, people used them mainly to share their personal lives, including their experiences and interests. Now, blogs have become an

essential online marketing strategy for businesses and one of the most profitable career choices for individuals. The interface of blogs has changed significantly over time. Bloggers can now integrate various widgets and plugins into their platforms, such as a social media feed, a contact form, or an author profile.

In this article, you'll learn what makes a blog different from a regular website. We'll also discuss common blog types and the necessary components such as a **hosting plan** to start your own blog.

When blogs first appeared on the world wide web, their goal was mainly personal use, such as sharing stories, interests, and thoughts. The following are the most common uses for a blog:

- ❖ ***Educate Others and Build Online Presence:*** While a blog's function remains the same, the type of content is more diverse. While many blogs still work like online diaries, some have started blogging to educate others on a specific subject or to build a professional online presence. For example, David Winer – author of one of the longest-running blogs, Scripting News – publishes essays on software development, technology trends, and daily life on his personal web pages. On the other hand, Natasha Kravchuk shares recipes and tutorials on using specific kitchen tools on her food blog, Natasha's Kitchen. Her blog is a go-to resource for recipes, including holiday and vegetarian options. As previously mentioned, blogging has also become a profitable career choice, especially during the pandemic. In fact, over 50% of blogs gained traffic, and about 35% of bloggers increased their revenue in this period.
- ❖ ***Help a Business With Brand Awareness:*** Many organizations and businesses use blogs as part of their content marketing strategies to boost brand awareness and increase conversions. A business's blog content usually focuses on industry-related information that may interest its target market. Often, a team of writers runs the blog instead of a single admin. Take a look at Evernote's corporate blog. It shares tips on productivity and organization, as well as how its products help optimize these processes. The brand also uses its blog to share feature and company updates.
- ❖ ***Promote Programs And Attract Visitors:*** For instance, many businesses create blogs to promote their programs in the hope of attracting more visitors and leads. We see this often with educational institutions where they try to attract more students to enroll in their programs. UCLA's Bruin Blog is an excellent example of this practice. It tells the stories of students from different backgrounds and majors and shows how life is on campus, including events and student organizations. People who visit their blog are compelled to enroll and join their program.

### 15.3 ELEMENTS OF A BLOG :

If you plan to create your own blog, it is helpful to know what makes an excellent one in the first place. Typically, you can expect to find the following elements in successful blogs:

- **High-quality content.** The content should demonstrate expertise, authoritativeness, and trustworthiness (EAT). It is also important to use easy-to-understand language and formatting to make the blog post digestible.

- **Inviting headlines.** These reveal what the content is about and help attract visitors to the content, as around 80% of people will click search engine results if the headlines are compelling.
- **Regularly-updated content.** A regular publishing schedule helps people know when to visit the blog for new content. Search engines also prioritize fresh and up-to-date content, helping increase rankings and website traffic.
- **Smooth user experience (UX).** Other than attractive design, great blogs generally have a seamless page experience as it is an important element in blog search engine optimization (SEO). It includes mobile friendliness, HTTPS, and loading speed – including improving Core Web Vitals, the performance metrics assessing how good user experience is.
- **Active reader engagement.** It refers to any type of action readers take when visiting a blog, such as reading the article from start to finish, leaving comments, and sharing the blog post on their social media profiles.
- **Good user interface (UI).** A blog needs an aesthetically pleasing web design to make a memorable first impression, including layout, typography, and icons. Blogger owners also have to ensure that the design is simple, intuitive, and consistent throughout the entire blog.

Take a look at the Six-Two travel blog. It features complete travel guides, from tips on different places to inspirational stories from travelers.

It also has a good balance of UI and UX design principles. Six-Two organizes the content on a grid layout while keeping the color scheme simple, giving it a captivating look yet uncluttered interface. The blog also loads fast and is mobile-friendly.

- ❖ For business blogs, a call to action (CTA) is an additional key element. It guides visitors to a preferred action after reading the posts and helps convert traffic to high-quality leads.
- ❖ Take a look at the 99designs blog. It directs visitors to use its services by adding a CTA button to the header and at the end of each blog post.
- ❖ Another excellent place to put a CTA is in the sidebar directing readers to download its free app.
- ❖ With more than 600 million blogs, it is also important to identify and work on what makes you unique to increase visibility and build a successful blog.
- ❖ Besides sharing personal stories, make the blog unique by experimenting with designing the website. For example, Social Media Examiner created a jungle theme and mascots for its blog, while the Dropbox blog uses charming illustrations for its featured images.

#### 15.4 TYPES OF BLOGS :

Now that you have learned the definition of blogging and what makes a blog successful, let's discuss the seven common types of blogs.

- **Personal blog.** This type of blog usually works like an online diary where the blogger shares opinions, often not aiming to reach a target audience or sell an item. Personal blogs can discuss various subjects, from family events and self-reflection to work projects.
- **Niche blog.** Provides information on a particular topic, usually related to the blogger's passions, skills, and knowledge. Examples of this blog type include **book blogs**, food blogs, and lifestyle blogs.

- **Multimedia blog.** It uses a blog format but publishes multimedia content, like videos and podcasts, instead of written posts. It also usually includes the video or podcast's summary, table of contents, and essential quotes.
- **News blog.** Content on this blog focuses on the latest happenings and new releases in a specific industry. Unlike other blogs, news blogs typically do not usually include opinions or personal content.
- **Company or business blog.** Its primary purpose is publishing content relevant to a company's industry or updating the target market regarding any changes within its business. It may be a section on a company website or an independent site.
- **Affiliate blog.** A blog based on affiliate marketing – the practice of promoting a third party's products and services. Affiliate blog owners will receive a commission when someone purchases from their custom links. Typical articles on this blog include product reviews and “best-of” listicles.
- **Reverse blog.** Also known as group blogs, multiple authors create blog posts on related topics and the blog owner is the one who proofreads and posts content.

Some blogs focus on a specific category, but it is also possible for a blog to combine several types. For instance, **Caitlin da Silva's personal blog** contains posts with affiliate links and multimedia content.

### 15.5 BLOG VS WEBSITE :

Blogs work to present fresh content – content that is updated frequently. Meanwhile, traditional websites provide static information about a person, group, or subject. Reedsy is an example of an otherwise static website that contains a blog section. The main content consists of web pages that inform visitors about the company's writing and editing services, which remain unchanged for a long time.

Meanwhile, the blog section has new blog posts added every few days to educate readers about book writing and publishing. The blog automatically offers more frequent updates than the other sections, like the About and Apps pages. Blog posts usually have a comment section where the readers and author engage – a great way to gain feedback and foster a personal relationship with visitors. However, a comment section is uncommon for a typical web page as it does not generally encourage audience engagement. Blogs also often have a built-in Really Simple Syndication (RSS feed), a link that sends content to a web browser or feed reader app like **Google Reader**. Visitors can subscribe to your blog's RSS feed and get updates whenever you publish a blog post. Digital marketers often connect their blog's RSS feed to web push notifications or email newsletters to inform subscribers about recent posts and product announcements. Many blogs are also independent – making up an entire website and displaying the posts directly on the homepage, like Ann Althouse's blog, Althouse.

### 15.6 OWN BLOG :

For personal use, blogging is a great way to express thoughts and opinions, while businesses can create a blog to educate their target audience. Moreover, now everyone can start a blog. Unlike the early days of blogging that required coding skills to even update a blog post, people can now use blogging software such as Word Press and Blogger. It lets people create a blog within minutes without worrying about technical complexities. However, to become successful bloggers, owners need to identify the reasons and purposes for maintaining their blogs.

Here are six reasons to start blogging:

- **Share your knowledge.** Many people blog to share their experiences without having to depend on journalists or media companies. When people have their own blogs, they get to control the style, language, and information.
- **Establish a personal brand.** A blog is a great platform to demonstrate your skills and knowledge, helping you make a good impression on employers and stand out from the crowd. In fact, many professionals today have succeeded in landing jobs thanks to blogging.
- **Make money.** Making money is possible for most blogs, especially those with a huge reader base. Blog owners can create sponsored blog posts, display ads, or sell their own products and services.
- **Improve a website's online visibility.** Websites with a blog have 434% more indexed pages in search engines, increasing the chances of ranking higher in search results. Also, it will help people find your content easily when searching for your name or brand online.
- **Acquire new customers.** After reaching top rankings, a blog with relevant content can eventually bring more traffic and leads, as 81% of shoppers conduct research online before making a purchase.
- **Build an online community.** Blogs provide a forum where visitors can comment and interact with the authors.

## 15.7 BLOGGERS :

Bloggers' earnings depend on their traffic and monetization methods. Generally, blogs with hundreds of thousands of web page views have easier time generating revenue by selling products or displaying pay-per-click (PPC) ads. Bloggers can also encourage readers to buy products using their affiliate links and work with brands for sponsored posts. For instance, Jeremy's travel blog, Living the Dream, made **\$4,825** in January 2022. On the other hand, Adam Enfroy generated around **\$67,000/month** in 2020, an outstanding amount for a blogging business. Those who want to start a blog and make money have to focus on building their audience first to generate a stable income. Picking a profitable niche is also important if you aim to make blogging your career choice. Profitable niches offer better opportunities, such as high-paying affiliate offers and ads from paid advertising networks.

Choosing a niche based on a passion sometimes does not equal consistent profit. For example, travel bloggers might experience traffic and revenue drops due to travel restrictions.

Some of the top profitable niches are:

- **Insurance.** It is the highest paying niche with an **average CPC of \$17.55** in several countries like the United States, Australia, and Canada. Popular keywords within this niche include life, car, and health insurance.
- **Online education.** Flexibility and convenience are the primary reasons people choose online education.
- **Digital marketing and advertising.** The **digital marketing industry** has grown outstandingly during the pandemic. Take advantage of this high-demand topic to post content on social media marketing and brand management.
- **Personal finance.** Money is an evergreen blogging niche. In addition to writing blog posts on money management and investment, bloggers can sell online courses, eBooks, and finance consulting services.

- **Lifestyle and wellness.** Some of the top categories within lifestyle blogs include personal care, wellbeing, and fitness.

## 15.8 ELEMENTS OF A BLOG :

Now that we covered the basic concept of blogging – from what is a blog to benefits and types, it is time to discuss the essential elements for creating your first blog. Six elements to prepare before starting a blog include:

- **Domain name.** It is your blog's address, like yourblog.com. Ideally, a domain name should represent your business name or the blog's general topic. Check whether the name is available using our domain name search tool. If you are still unsure about naming your blog, use blog name generators to brainstorm options.
- **Web hosting service.** You'll need hosting to store all blog files, including images and code files, and make them available for internet users. Generally, Word Press hosting is a great solution for a small personal or lifestyle blog, while Cloud web hosting is ideal for heavy-traffic blogs.
- **Blogging platform.** You can set up your blog using a content management system (CMS) like Word Press or a website builder like Hostinger. Users who create a Word Press website are usually looking for complete control and extensive customization, while website builder users prefer its quick setup and beginner-friendly interface.
- **Content writing skills.** Writing a blog post is different from writing academic essays or books. Consider joining a free online course like Surfer SEO's SEO Writing Master class to develop your content writing and SEO skills.
- **Theme or template.** This is a pre-made web design for your blog. Most CMS platforms and website builders provide free templates, but it is possible to purchase a custom blog theme from a third-party marketplace like **Theme Forest** or even design it yourself.
- **Blogging tools.** Many tools can help produce better blog posts and manage your blog. For example, use **Trello** to create an editorial calendar and Yoast SEO to optimize the content for search engines.

Another vital element to start a blog is confidence. Many beginners think they are not experts in the field, which holds them back from sharing content. To overcome this, start by sharing personal experiences and using storytelling.

## 15.9 WEB DESIGN :

Is the creation of websites and pages to reflect a company's brand and information and ensure a user-friendly experience. Appearance and design are incorporated as vital elements whether you're designing a website, mobile app or maintaining content on a web page. Gaining web design skills can help you in applying for roles where your creativity could help a business improve their brand, their message and their bottom line. A web designer works on a website's appearance, layout, and content.

Appearance, for instance, relates to the colors, font, and images used.

Layout refers to *how* information is structured and categorized.

A good web design is easy to use, aesthetically pleasing, and suits the user group and brand of the website.

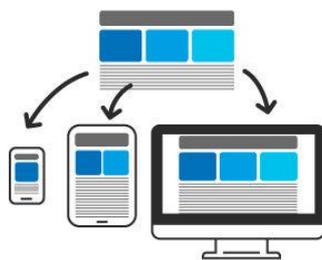
Many web pages are designed with a focus on simplicity, so that no extraneous information and functionality that might distract or confuse users appears. As the keystone of a web designer's output is a site that wins and fosters the trust of the target audience, removing as many potential points of user frustration as possible is a critical consideration.

### 15.9.1 Types of web design :

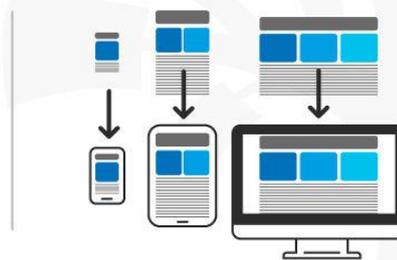
Two of the most common methods for designing websites that work well both on desktop and mobile are

1. Responsive design
2. Adaptive design

#### Responsive Web Design



#### Adaptive Web Design



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#### 15.9.1.1 Responsive Web Design :

A web design technique called responsive design makes sure that a website can adjust to the size of the screen it is being seen on. This implies that a website will work and appear excellent across all platforms, including desktops and mobile devices.

Responsive Web Design (a.k.a. "Responsive" or "Responsive Design") is an approach to design web content that appears regardless of the resolution governed by the device. It's typically accomplished with viewport breakpoints (resolution cut-offs for when content scales to that view). The viewports should adjust logically on tablets, phones, and desktops of any resolution. In responsive design, you can define rules for how the content flows and how the layout changes based on the size range of the screen. Responsive designs respond to changes in browser width by adjusting the placement of design elements to fit in the available space. If you open a responsive site on the desktop and change the browser window's size, the content will dynamically rearrange itself to fit the browser window. The site checks for the available space on mobile phones and then presents itself in the ideal arrangement.

#### Best Practices and Considerations for Responsive Design :

With responsive design, you design for flexibility in every aspect—images, text and layouts. So, you should:

- Take the mobile-first approach—start the product design process for mobile devices first instead of desktop devices.
- Create fluid grids and images.

- Prioritize the use of Scalable Vector Graphics (SVGs). These are an XML-based file format for 2D graphics, which supports interactivity and animations.
- Include three or more breakpoints (layouts for three or more devices).
- Prioritize and hide content to suit users' contexts. Check your visual hierarchy and use progressive disclosure and navigation drawers to give users needed items first. Keep nonessential items (nice-to-haves) secondary.
- Aim for minimalism.
- Apply design patterns to maximize ease of use for users in their contexts and quicken their familiarity: e.g., the column drop pattern fits content to many screen types.
- Aim for accessibility.

### 15.9.1.2 Adaptive Web Design :

- ❖ Adaptive design is similar to responsive design—both are approaches for designing across a diverse range of devices. The difference between the two lies in how the tailoring of the content takes place.
- ❖ In the case of responsive design, all content and functionality are the same for every device. Therefore, a browser on a large-screen desktop and the browser on a smart phone display the same content. The only difference is in the layout of the content.
- ❖ An adaptable design is essential for ensuring a website's usability and accessibility given the proliferation of mobile devices. Also, a responsive website offers a better user experience because it requires less zooming and scrolling for users to access the content.

Adaptive design takes responsiveness up a notch. While responsive design focuses on just the device, adaptive design takes both the device and the user's context into account. This means that you can design context-aware experiences—a web application's content and functionality can look and behave very differently from the version served on the desktop. For example, if an adaptive design detects low bandwidth or if the user is on a mobile device instead of a desktop device, it might not load a large image (e.g., an infographic). Instead, it might show a smaller summary version of the infographic. Another example could be to detect if the device is an older phone with a smaller screen. The website can show larger call-to-action buttons than usual.

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## 15.10 USER EXPERIENCE & DESIGN :

To start with, let's have a brief introduction to what we mean by "User Experience". Products have users, and the user experience (UX) is simply the experience a user has from using that particular product. UX design is the art of designing products so that they provide the optimum possible user experience. If this description sounds broad, it's because the nature of UX design is pretty broad. Building the optimum UX encompasses an understanding of psychology, interaction design, user research, and many other disciplines, but on top of it all is an iterative problem solving process (but more on that later).

Broadly speaking, user experience can be broken down into 3 components: the look, feel, and usability.



The look of a product is about using visuals to create a sense of harmony with the user's values, and that creates credibility and trust with the user. It's about creating a product that not only looks nice, but looks right too.

The feel, then, involves making the experience of using a product as pleasant and enjoyable as possible. It's built by crafting the interactions between the user and the product, as well as the reactions they have when (and after) using the product. Lastly, usability underpins the user experience. Quite simply, if a product isn't usable, no amount of good looks can salvage it, and the only feeling users are going to have is anger and frustration. Ideally, products should be personalized to user's needs, and deliver functionality in a predictable way.

### **What Do Web Design and UX Design Have in Common? :**

The job title "Web Designer" has many definitions, and indeed, what a web designer does is largely dependent on what the client or project requires. Some web designers simply create visual designs and/or high fidelity interactive prototypes of the website, and leave the coding of the website to front-end and back-end developers. The majority of web designers, however, do get involved with both the designing and (front-end) development of the website. Some web designers even regularly do user research and testing as part of their jobs (and if you're one of them, you're already almost ready for a job in UX design).

### **UX design :**

**Problem solving:** Web designers look to solve problems for their clients; UX designers look to solve problems for their users. Web designers work with a problem solving process: first, they find out the problems their clients have, then design a web solution for them, and then proceed to develop and test the website before releasing it. And after a website is launched, web designers often are involved with further testing the site, collecting feedback from users, and then reiterating on the design.

This iterative problem solving process is similar to the UX design process (shown in the image below). UX designers begin with user research; it's essential to get to know the potential users of a product and find out what their problems are, how to solve them and how to make users want and/or need that solution. User research is often done via user interviews, observations, demographic studies, drafting user stories and personas, etc. Thereafter, UX designers would create a design solution that solves the user's key needs, and often bring the prototype back to users to test its validity or usability. After the product is launched, UX

designers collect more user feedback, which feeds into a new round of user research, thereby starting the process again.

If you've done user research before as part of your web designer job, you will find it a great advantage when making the switch to UX design. If not, don't worry—you'll have many opportunities to learn the best ways to conduct user research (read on to find out more).

**Emotional design:** When designing websites, web designers often make use of typography, color and layout to shape the emotions of users. A sense of credibility could be established, for instance, by using darker colors and serif fonts; similarly, a sense of fun could be created using colorful imagery and playful typography. Web designers are familiar with emotional design; that is, creating designs that elicit emotions from users. UX designers are also concerned with emotional design, but on a larger scale—they are concerned with eliciting emotions from users throughout their entire experience of using a product. To do that, UX designers work with not only typography and color, but also psychology, motion design, content curation and information architecture. Web designers making the change would innately understand what emotional design in UX entails; they simply need to pick up new knowledge in other areas to augment their ability to do so on a bigger picture.

**Multi-disciplinary:** Web design is a multi-disciplinary job, where you'd need not only knowledge in design (typography, color theory) but also skills in developing a website (HTML, CSS, JavaScript). Some web designers are also involved in interaction design when they code for animations and interactions using CSS and/or JavaScript. UX design is also a multi-disciplinary field, but perhaps supercharged in that sense. UX designers need to make use of knowledge from the areas of psychology, user research, visual design, and even business to create the best UX for their products.

## 15.11 WEB DESIGN VS UX DESIGN :

### User-focused vs technology-focused :

A large part of your job as a web designer is spent on catching up on the latest developments in HTML, CSS and other coding languages—all of which change and improve at a dizzying pace. Which browsers support what versions of CSS? Would CSS animations work in Safari on a Mac? Don't even get me started on Internet Explorer! These might be a few questions (and frustrations) that are constantly on your mind as a web designer. But UX design isn't concerned with *technology*. Instead, its focus is centered squarely on users—technology is only a means for users to get what they need. Only by focusing on users can UX designers create solutions that cater to the specific needs they have, and ultimately, that users will be willing to pay for. UX designers do extensive user research to find out the most they can about their users, most of which the majority of web designers wouldn't have had the chance to perform.

### UX is more than the web :

UX design is an independent platform. Its principles and processes are applied to many diverse areas outside of web browsers: on mobile apps, desktop software, and even hardware products and retail spaces. On the other hand, the domain of web design is strictly tied to web browsers. This means that UX designers are able to find job opportunities not only in up-and-rising fields like tech startups, but also in mature and stable industries like car manufacturers. As long as there's a product, there's a need for UX—and this really opens up your world of opportunities.

**Relevance of web design background :**

The biggest benefit of moving from web design to UX design is the amount of overlap between the two fields of design. While it's true that UX design covers more platforms than the web browser, a sizeable portion of UX design work is still done on products that are at least partially web-based (think of social media websites like Facebook and Twitter, web apps like Dropbox, and services like Google). The overlap between web design and UX design is greater if you've done some form of user research or iterative process of continually improving a website with user data.

Being fluent in design and website coding terminologies will also give you a boost that cannot be ignored; after all, UX design is a collaborative process where communication is crucial. Being able to use industry terms while talking to your colleagues will definitely put you in a better place than someone who came from a non-design background.

**Aesthetics :**

Your ability to create beautiful aesthetics as a web designer will also come in handy when making the switch to UX design.

Firstly, aesthetics is a great tool to augment your communications with internal stakeholders. As a UX designer, you have to constantly present your findings and recommendations to internal stakeholders (such as the CEO or product manager), and your ability to create visually pleasing reports and presentations will maximize the absorption of your key points.

Secondly, aesthetics plays a vital role in UX design. A common myth of UX design is that great usability trumps aesthetics—but that is far from true. In fact, a study of more than 2,500 participants by the Stanford Credibility Project showed that nearly half of them assessed the credibility of websites based on their visual appeal(5). This goes to show how aesthetics works hand in hand with other factors like usability to bring about the optimum user experience of using a product.

**Credibility of websites :**

Moving from web design to UX design can sometimes be quite straightforward, especially if you've done some aspects of user research in your job as a web designer. For other web designers, however, there is no cause for concern. You'll be able to make the leap if you've spent some time studying UX, practicing some UX skills during your web design work, and constructing a CV which shows your understanding of UX design. If you're wondering where to learn, there are plenty of options available to you, and we've highlighted some of the best below.

Web design is the planning and creation of websites. This includes a number of separate skills that all fall under the umbrella of web design. Some examples of these skills are information architecture, user interface, site structure, navigation, layout, colors, fonts, and overall imagery. All of these skills are combined with the principles of design to create a website that meets the goals of the company or individual from whom that site is being created.

**Web Design Has Many Different Roles :**

When you work as a web designer, you may be tasked with creating (or working on) entire sites or just individual pages and there is a lot to learn to be a well-rounded designer, including the following:

- HTML: This is the structure of web pages, creating the foundation of all websites
- CSS: This is how web pages are visually styled. CSS (Cascading Style Sheets) handles the entire look of sites, including layout, typography, colors, and more
- JavaScript: This governs certain behaviors on websites and can be used for a variety of interactions and features
- CGI programming: CGI, and the next few entries (PHP, ASP, etc.) are all different flavors of programming languages. Many sites do not require any of these languages, but sites that are more feature-rich will certainly need to be coded using some of these languages
- PHP, ASP, ColdFusion scripting
- XML:
- Information architecture: The way a site's content and navigation is structured and presented helps make for a successful site that is easy and intuitive to use
- SEO: Search engine optimization ensures that websites are attractive to Google and other search engines and that people looking for the products, services, or information features on that site can find it once they look for it online
- Server management: All websites need to be hosted. The management of the servers that host those sites is an important web design skill
- Web strategy and marketing: Having a website is not enough. Those sites will also need to be marketed with an ongoing digital strategy
- E format: E-commerce and conversions
- Design: Creating the visual look and feel of websites has always been an important aspect of the industry
- Speed: A successful site is one that loads quickly on a wide variety of devices, regardless of a visitor's connection speed. Being able to tune the performance of sites is a very valuable skill
- Content: People come to websites for the content that those sites contain. Being able to create that content is a critically important component in the world of website design

There's also so much more areas and skills that cross into the field of web design, but most designers don't try to cover all of them. Instead, a web designer will generally focus on one or two areas where they can excel. The other items in web design that are needed are ones that they can partner with others one as part of a larger web design team.

### **What do web designers do? :**

Web design identifies the goals of a website or webpage and promotes accessibility for all potential users. This process involves organizing content and images across a series of pages and integrating applications and other interactive elements. The professionals who perform this process are called web designers, and their job includes the following duties.

- Selecting easy to do read fonts
- Choosing attractive color schemes that also enable easy to read fonts
- Implementing a brand's identity into the colors, fonts, layout
- Creating a map of the website's structure to ensure intuitive navigation
- Placing images, logos, text, video, applications and other elements
- Using coding languages, such as HTML, and CSS to create layouts and to style pages
- Making optimized versions of websites and pages both for desktop and mobile viewing.

**15.12 SUMMARY :**

Design, obviously, is a key part of "web design." What does this mean exactly? Design includes both the principles of design balance, contrast, emphasis, rhythm, and unity and the design elements lines, shapes, texture, color, and direction.

By putting these things together, a web designer creates websites, but a good web designer understands not only the principles of design but also the constraints of the Web. For example, a successful web designer will be skilled in typographic design principles, while also understanding the challenges of web type design and specifically how it differs from other kinds of type design.

In addition to understanding the limitations of the Web, a successful web professional also has a firm grasp of the strengths of digital communication

**15.13 SELF ASSESSMENT QUESTIONS :**

1. What is a Blog ? What are its elements ?
2. Differentiate between a Blog and Website?
3. What is the Importance of Web design?

**15.14 SUGGESTED READINGS :**

1. The Principles of beautiful web design : Jason Beard, James George, Alex Walker
2. Don't make me think: A common sense approach to Web usability: Steve Krug
3. Web design Playground : HTML, CSS the interactive way: Paul Mcfedries

## LESSON - 16

# WEB TECHNOLOGY

### OBJECTIVES :

After Reading this lesson the student will be able to

- Understand about the importance of browser
- Various web designing technologies available
- Concepts like the metrics, keyword research etc.

### STRUCTURE :

- 16.1 Introduction
- 16.2 Web Technology
- 16.3 Browsers
- 16.4 Web Design Technologies
  - 16.4.1 HTML And CSS
  - 16.4.2 Web Development Framework
  - 16.4.3 Programming Language
  - 16.4.4 Data Format
  - 16.4.5 Libraries
- 16.5 Web Design And The Business
- 16.6 Domain And Web Hosting
- 16.7 Measuring The Metrics
  - 16.7.1 Paid Search
  - 16.7.2 Organic Search
- 16.8 Working Model Of Search Engine
- 16.9 Key Word Research
- 16.10 Key Learning
- 16.11 Summary
- 16.12 Self-Assessment Questions
- 16.13 Suggested Readings

### 16.1 INTRODUCTION :

Building a website requires using multiple types of web design technology to help you create your dream site. Here are six essential web application technologies to design a website. While closely related, web hosting and domain hosting are two different services. Web hosts store content, like a website, on internet servers. Domain hosts provide domain names, which are the addresses that help visitors access website content.

### 16.2 WEB TECHNOLOGY :

#### **Web Technology includes no. of tools and skills :**

A web server is a piece of software that uses the internet to send customers web pages and other content. A web page is requested by a user, and the web server responds by processing the request, retrieving the necessary information from a database or file system, and sending

it back to the client as an HTTP response. Several programming languages and web technologies, like PHP, Ruby, and Python, can be supported by web servers.

Web developers have access to a wide range of software and tools, including text editors, web servers, IDEs, and version control programs. Visual Studio Code and Sublime Text are a few well-liked text editors. Code completion and debugging are among the extra features offered by IDEs like Eclipse, NetBeans, and IntelliJ IDEA.

Online content is hosted and served via web servers like Apache, Nginx, and IIS. The management of source code changes is done using version control tools like Git and SVN.

Building a website involves using web dev technology to write intricate coding, create databases, and design an aesthetically pleasing website. Web development comes with a huge set of rules and techniques every website developer should know about. If you want a website to look and function as you wish them to, you need to get familiar with web technologies that will help you achieve your goal. Developing an app or a website, even something simple as a bakery website typically comes down to knowing 3 main languages: JavaScript, CSS, and HTML. And while it sounds quite complicated, once you know what you are doing, understanding web technology and the way it works becomes significantly easier. Web technologies are the markup languages such as HTML, XML, and XHTML and multimedia packages computers use to communicate.

### 16.3 BROWSERS :

Browsers request information and then they show us in the way we can understand. Think of them as the interpreters of the web. Here are the most popular ones:

**Google Chrome** – Currently, the most popular browser brought to you by Google

**Safari** – Apple’s web browser

**Firefox** – Open-source browser supported by the Mozilla Foundation

**Internet Explorer** – Microsoft’s browser

#### **Protocols :**

The instructions for how to pass information back and forth between computers and devices are commonly known as protocols.

#### **DDP :**

Uses Web Sockets to create a consistent connection between the client and the server. As a result of that, you get website updates in real-time without having to refresh the browser.

#### **REST :**

Used mostly for API’s, this protocol has standard methods like GET, POST, and PUT that let information be exchanged between applications.

#### **API :**

An API (application programming interface) allows other developers to use some of the app’s functionality without sharing the code.

The endpoints are exposed by the developers while the API can control access with an API key. Examples of well-made APIs are those created by Facebook, Twitter, and Google for their web services.

**Data formats :**

- ❖ **Client (or Client-side) :** Each user of an application is called a client. Clients can be computers, mobile devices, tablets etc. Usually, multiple clients are interacting with the same app stored on a server.
- ❖ **Server (or Server-side) :** The application code is usually stored on the server. The clients make requests to the servers. The servers then respond to those requests after gathering the requested information.

**16.4 WEB DESIGN TECHNOLOGIES :**

1. HTML and CSS
2. Web Development Framework
3. Programmatic Language
4. Data Format
5. Libraries
6. Databases

**16.4.1 HTML and CSS :**

With this protocol, each website can get to the browser. The protocol requests the website from Google's server and then receives a response with the HTML, CSS, and JavaScript of the website. One of the most critical pieces of web development tech is HTML and CSS. Both components help in building the website. HTML and CSS are the backbone technology that powers your website. These codes tell browsers what elements are on your website and how they should look. HTML, or Hyper Text Markup Language, is the language used to structure web pages and communicate with browsers what is on the page. The HTML coding indicates what elements are and their position. CSS, or Cascading Style Sheets, tells websites how to display elements on a screen. This web design tech focuses on the style of web pages, which includes the design and layout for the website. To build a website, one needs both codes to communicate with browsers and display content correctly.

If you don't have experience with coding the website, you need to partner with a web developer to code the site. You can also try using a website builder like Wix or Word Press since they generate code for you, but the room for customization is limited.

If you want to better understand how HTML works, you also need to know what CSS is.

A markup language called HTML (Hyper Text Markup Language) is used to create online pages and apps. It gives the material on a webpage a structure, including headings, paragraphs, graphics, and links.

The building blocks of the internet are HTML, which is crucial for producing and displaying web content. When used in conjunction with other web technologies like CSS and JavaScript, HTML enables programmers to build dynamic, rich web applications that deliver interesting user interfaces.

CSS stands for Cascading Style Sheets and it describes how HTML elements are to be displayed on the screen. CSS text effects, page transitions, image hover effects, and more are associated with one another. CSS (Cascading Style Sheets) is a language for creating style sheets that describe how HTML or XML documents should be displayed. It enables developers to construct more intricate and aesthetically pleasing web layouts by separating the structural design of a web page from its visual design. Being able to alter the appearance

of text, colors, backgrounds, borders, and other visual elements makes CSS a powerful tool for developing web pages that are both aesthetically pleasing and useful.

### 16.4.2 Web development framework :

Web development frameworks are a starting point of items that a developer can use to avoid doing the simple or mundane tasks, and instead get right to work. The web development framework is the software that supports web applications and services. Essentially, this web design technology assists in building the new website. Multiple web application technologies can help with the web development framework of your website.

Here are a few options:

Django

Yii Framework

Laravel

These tools can help in developing a framework for websites and apps, allowing you to create what you need with less hassle.

**Angular:** Angular is one of the latest web technologies designed specifically for developing dynamic web applications. With this framework, you can easily create front-end based applications without needing to use other frameworks or plugins. The features include well-made templates, MVC architecture, code generation, code splitting etc. All the expressions are like code snippets that enclosed within curly braces and do not use any loops or conditional statements.

**Ruby on Rails:** Ruby on Rails is a server-side website technology that makes app development much easier and faster. The thing that really sets this framework apart is the reusability of the code as well as some other cool features that will help you get the job done in no time.

Popular websites written with Ruby include Basecamp, Ask.fm, GitHub, 500px, and many others.

Yii is an open-source web application development framework built in PHP5. It is performance-optimized and comes with a number of great tools for debugging and app testing. Another plus is that it is pretty simple and easy to use.

- ❖ **Meteor JS:** Meteor JS is written in Node.js and it makes it possible for you to create real-time web applications for different platforms. The framework for creating simple websites for personal use really stands out with Meteor JS. This is an open-source isomorphic JavaScript web framework which also means that the webpage loading time is significantly shorter. JavaScript stack also makes it possible to get the same results with fewer lines of code than usual.
- ❖ **Express.js:** Developed in Node.js, Express.js is a web app development network that is great for those who need to develop apps and APIs as fast as possible. A lot of great features are provided with the help of plugins. This course provides a good insight into the advanced usage of Express.js in combination with MongoDB and Mongoose and shows different ways of deploying an Express app and running it in production.
- ❖ **Zend:** Zend is an open-source framework based on PHP, focused on building more secure and reliable web apps and services. It is one of the first enterprise-level MVC frameworks, which came before the current superhits such as Laravel or Symfony, and many popular PHP engines such as Magento were built in Zend. Today Zend is still under active development, and even though it may be less popular than its opensource siblings, it is a great solution for a large-scale PHP app.

- ❖ **Django:** Django is one of the most popular frameworks written in Python and follows MVC architecture. It makes the app development process much easier thanks to its simplicity. Django simplifies using Python a lot and provides multiple tools that make a web app developer's life easier – e.g. an ORM, Models, Django admin, templates, etc.
- ❖ **Laravel:** Laravel is a PHP development framework ideal for small websites. It comes with a number of useful features including the MVC support, object-oriented libraries, Artisan, authorization technique, database migration, etc. Currently, it is one of the most community-supported and community-developed frameworks, and given that PHP has one of the largest communities out there, Laravel is a great tool powering both small websites and large-scale B2B portals managing millions of transactions daily. It is one of our favorite PHP frameworks.

### 16.4.3 Programming language :

Web development technology is programmatic language. Computers and web browsers have a specific language for communicating what they display. This programmatic language is necessary for people to see your website correctly. If you want to communicate your ideas effectively and share them between browsers and computers, you need to use web development tech to do it. For programmatic language, one of the highest recommended tools is Ruby. This web dev technology is open-source and allows you to integrate programming language into your website to ensure that you're communicating properly. You can use any programmatic language tool to help you develop the right language to display your website.

#### Here are some of the most popular programming languages:

- ❖ **Java script:** Web applications can be made dynamic and interactive using the programming language JavaScript. It is mostly employed to add interactivity to web pages and produce web-based programs that react to user input. JavaScript is useful for many things, including multimedia effects, animations, and form validation. It is a crucial component of contemporary web development and a potent tool for producing captivating user experiences. used by all web browsers, Meteor, and lots of other frameworks. Android and a lot of desktop applications. According to Stack Overflow's annual survey, JavaScript is the most popular programming language with 62.5% of respondents claiming to use it.
- ❖ **Coffee Script:** a “dialect” of JavaScript. It is viewed as simpler but it converts back into JavaScript
- ❖ **Python:** used by the Django framework as well as in the majority of mathematical calculations
- ❖ **Ruby:** used by the Ruby on Rails framework. Designed to be user-friendly and really easy to use, it's no wonder that this programming language is often called “a programmer's best friend.” Ruby is a shorter, readable code. Unfortunately, that sometimes means lower efficiency compared to other programming languages – but it also means higher productivity. A well-written Ruby code can be almost as readable as the sentence in plain English language. The great productivity achieved with Rails makes it a common choice for startups who aim for a running start.
- ❖ **PHP:** used by Word Press to create those WYSIWYG editors that everyone is using now. It's also used by Face book, Wikipedia, and other major sites
- ❖ **Go:** newer language, built for speed
- ❖ **Swift:** Apple's newest programming language
- ❖ **Elixir:** Elixir appeared back in 2011 and gained popularity almost immediately. It was inspired by Erlang, a language developed back in the '80s by Ericsson. Elixir's

author José Valim himself said that he loved Erlang, but also noticed some things that could use a bit of improvement.

- ❖ **Scala:** Scala stands for Scalable Language, and is one of the many attempts to “rewrite Java” and it is compiled to run on the Java Virtual Machine (JVM). It is safe to say this programming language turned out to be quite a success taking into consideration that companies like LinkedIn, Twitter, and The Guardian use it in their codebases. Scala is known to be a complex language but also a language worth learning.

#### 16.4.4 Data format :

Next on the list of web application technologies is data format technology. Data format is how your coding data is arranged. Since data can appear in numerous structures, you need to use a specific data format to ensure your site looks consistent across the board. When choosing a data format, you have three main options:

Data is stored in a structure called a data format.

(just like XML). It is currently becoming the most popular data format out there.

- ❖ **JSON:** JavaScript Object Notation is a syntax for storing and exchanging data. This data format is derived from JavaScript and is easiest for people to read and write. It is one of the most common data formats for storing and transporting data, as it’s easy to understand and language independent.
- ❖ **XML:** Predominantly used by Microsoft systems, it used to be the most popular data format. XML is a markup language that’s similar to HTML. It was designed to be self-descriptive and store and transport data. XML is just information wrapped in tags.
- ❖ **CSV:** – is data formatted by commas; for example Excel data. CSV is a plain text file that contains your data. This text file uses commas to separate the values in a text file and only contains letters and numbers.

Data format is web development tech, you need to ensure you communicate your data correctly.

#### 16.4.5 Libraries :

Another critical component of web development technology is libraries. Libraries are groups of code snippets that allow you to have more functionality without doing as much coding. One of the most popular libraries is jQuery. jQuery operates in the Javascript library. This web development tech makes it easier for you to use JavaScript on your website because it simplifies the amount of code you need to use. jQuery, in particular, can help you turn multiple lines of code into one simple line to keep your code from getting cluttered.

#### Data bases :

The last piece of web design tech you need for your website is databases. Databases are where all your data is stored for your website.

#### Data comes in two formats:

- ❖ **SQL:** SQL provides structure to make sure the data you input is correct. You can manipulate the data to access databases. SQL can do anything from executing queries against a database to create new tables within a database.
- ❖ **No SQL:** No SQL is a database built for specific data models. These SQL databases are recognized for their ease of development and functionality.

There are multiple web design tech options for helping you build databases, including:

Oracle

Microsoft SQL Server

## 16.5 WEB DESIGN AND THE BUSINESS :

When looking at all the web development technology you need to build website, it can quickly feel overwhelming to try and make sense of it all. On top of that, you need a visually compelling and search engine optimization (SEO) friendly website.

Few of the features that come with these services include

- ❖ **Website coding and development:** As mentioned earlier, website coding is critical for building your website. We do all the coding for you with our web development services, so you don't have to worry about finding an HTML or CSS generator to create your website.
- ❖ **Custom design:** You want your business to stand out in your market, so having a custom design is critical. You'll get a custom website built with everything you need to deliver a positive user experience with our web design services.
- ❖ **Database integration:** Our web design services include database integration. We can help you integrate a database into your website based on your business's individual needs, whether you need a database to process payments or store information.
- ❖ **Ecommerce functionality:** Need to sell products on your website? Our team of experts will help you add ecommerce functionality to your website via web design software, so you can earn more sales for your business.
- ❖ **SEO:** With our web design services, you don't have to worry about optimizing your website for search engines. We'll optimize your pages to rank in search and integrate relevant keywords to help you rank in relevant results.
- ❖ **Responsive design:** Having a website that looks good on all devices is critical. With our web design services, we'll integrate responsive design so your site adjusts to the users' screen to deliver an optimal experience.

## CONTENT MANAGEMENT SYSTEM (CMS) :

- Users can develop, manage, and publish digital material, such as websites, blogs, and online stores, using a content management system (CMS), which is a software program.
- A CMS often has an intuitive user interface, web page design templates, and tools for managing content like text and photos. Word Press, Drupal, and Joomla are a few of the well-known CMS platforms.

## 16.6 DOMAIN AND WEB HOSTING :

A domain host provides a domain name, like [www.yourdomain.com](http://www.yourdomain.com), that visitors can use to find you. A domain name is like a street address that directs people to your website's location, but it's not the content that visitors see when they visit your site. Domain hosts store domain names and facilitate their registration. If you're using a domain registered through a third-party provider, like Go Daddy or Hover, they're your domain host, and you'll manage your domain through them. When you create a Square space site, you're automatically assigned a built-in domain, like [yoursite.squarespace.com](http://yoursite.squarespace.com). You can also transfer supported domains to Square space or register a new custom domain.

A web host provides the space where you display your site's content, like text, images, and videos. A web host doesn't necessarily provide the address visitors use to reach your site, like [www.yourdomain.com](http://www.yourdomain.com). When you build a site with Square space, Square space is your web host. This means that in addition to providing tools for creating and managing your

content, we provide a place on the internet to display your content. Every Square space site is stored on our servers, similar to how physical stores rent space in a shopping mall. By the use of web hosting, people and organizations can make their websites available online. Shared hosting, virtual private servers (VPS), and dedicated hosting servers are among the hosting plans that web hosting companies commonly offer. Considerations for selecting a web hosting company should include uptime, performance, support, and security. Additionally, it's important to understand the differences between Word Press hosting vs traditional hosting when selecting a hosting provider, it's important to evaluate whether your website requires the specialized features of Word Press hosting or if traditional hosting will suffice. Also, it's critical to take into account the particular requirements of your website, such as bandwidth and storage needs, and select a hosting package that satisfies those requirements.

You can connect one or more custom domains to your site by registering a Square space domain, transferring a domain to Square space, or connecting a domain from a different provider. No matter who hosts your domain, visitors will see your Square space hosted web content while your domain is linked to your Square space site. Even if you use multiple domains, they'll all forward to a single primary domain. This is similar to how you can forward an email from one email address to another.

### **16.7 MEASURING THE METRICS :**

To suit unique business needs specific customised reporting is essential. Marketing Cloud FX, WebFX creates custom reports based on the metrics that matter most to your company.

- Leads
- Transactions
- Calls
- Revenue
- L 19
- Organic search
- Introduction

Organic search refers to the results shown for a search query that excludes paid ads. Organic search results are decided based on a number of organic ranking factors that have to do with relevance to the user's search query, incoming links, domain authority, device, user location, and many other factors.

### **Organic Search Results VS Paid Search Results in Google SERPS :**

When you type a search term in Google you are presented with a set of results. The top part might include paid results (these are denoted by the symbol [AD]), followed by the organic search results. Besides Google, other search engines like Bing and Yahoo use the same display format for their organic and paid results.

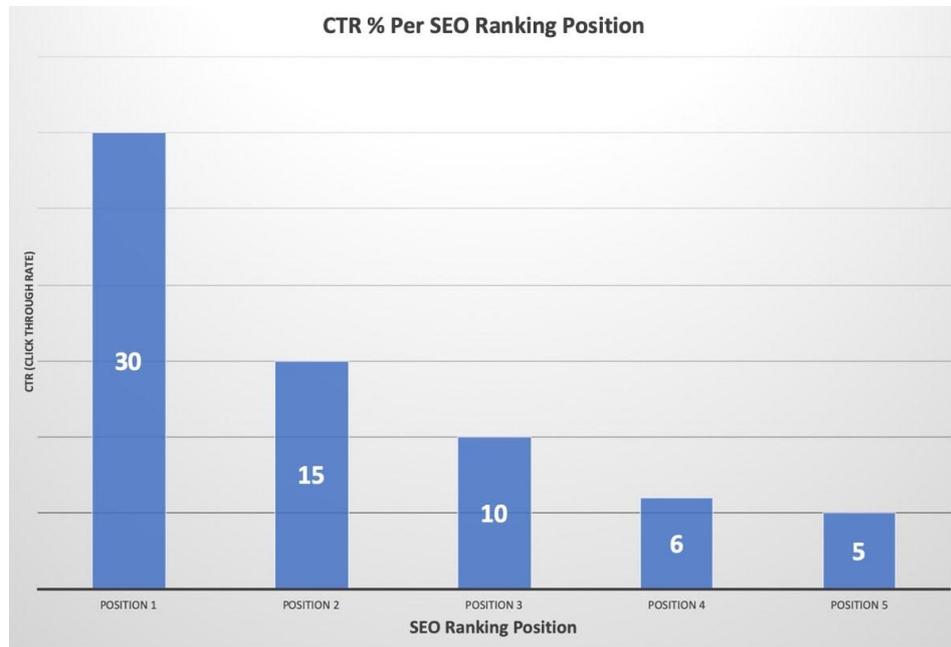
### **Why is Organic Search Important?**

Organic search is important because it is the most valuable form of traffic you can get to your website.

Organic traffic is highly targeted and more likely to convert than any other form of traffic.

The reason organic traffic is more targeted compared to social traffic or other types of traffic have to do with the 'user intent'. Users that type a search query into a search engine are looking for something very specific and websites that can satisfy their intent can turn

those users into customers, subscribers or returning visitors. To be able to take advantage of organic search, your website needs to appear on the top 5 positions of the search engine result pages (SERPS) for keywords related to your website. The reason is that majority of organic clicks go to websites that appear on the top of the results.



The majority of Search Engine Traffic goes to the top 5 results.

Difference between paid search and organic search?

The main difference between paid search and organic search is that paid search results are paid for and populated via an auction system while organic search results are unpaid and decided by search engine ranking algorithms.

Both paid and organic search are part of what is known as search engine marketing (SEM).

### 16.7.1 Paid Search :

When you want your ads to appear on the top positions of the search results, you can use Google Ads (for Google) or Bing Ads (for Bing) to show your ads for related searches.

- The position your ads will appear is decided by an auction type system. The system takes into account a number of parameters including:
  - The location of the user
  - The device used (mobile, desktop, tablet)
  - The keywords the ad is configured to be shown
  - The title of the ad
  - The relevancy of the landing page (the page a user will see when they click on the ad)
  - The maximum amount the advertiser is willing to pay for ad clicks
  - Competition i.e. how many advertisers are bidding for a top position for the particular keyword

Advertisers pay when a user clicks on an ad and visits their website. The amount to be paid depends on the type of keyword, competition and a number of other factors.

Advertisers can define the maximum amount they want to pay for a click and the total amount they want to spend for their paid ad campaigns.

The most popular paid search platforms (also known as PPC – Pay-Per-Click) are

Google Ads

Bing Ads.

The big advantage of paid search is that results are almost immediate. As soon as you set up a campaign your ads will start to show in the search results and you will start receiving search engine traffic. The big disadvantage is that you have to pay every time someone clicks on your ads and this cost is increasing year by year due to competition. In many cases, the cost is too high and this makes the campaigns unprofitable.

For paid search to work, you need to have an optimized landing page, an optimized PPC campaign, and high margin products.

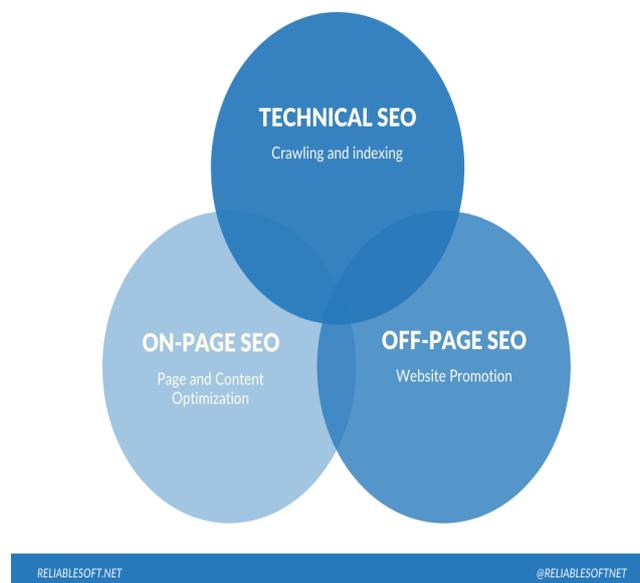
Benefits of PPC for Small Business – How can businesses benefit from paid search.  
What is Google Ads and How it works – Get started with paid search advertising on Google.  
Bing Ads – Get started with paid search advertising on Bing.

### 16.7.2 Organic Search :

As stated above, organic search refers to the results shown for a search query that excludes paid ads. Organic search results are decided by search algorithms and can be optimized using SEO best practices.

Search Engine Optimization or SEO is the practice of optimizing a website so that it appears higher in the natural or organic results for related keywords.

SEO has three primary components (on-page SEO, technical SEO, and Off-page SEO) and each component has a number of rules.



To increase website's visibility in search engines organic results, you have to follow organic search engine optimization best practices. In other words, you need to follow specific rules to make your website accessible to search engines and help them understand your content. Google is using more than 255 search engine ranking factors when calculating the position, a website will be shown in the search results.

The most important organic SEO factors to implement and improve your organic search rankings are:

- Make sure that your content can be indexed
- Make sure that your website is fast and accessible on all devices
- Publish content that satisfies the intent of the user
- Optimize your content for search engines
- Promote your website to get more links and brand mentions
- Make sure that your content can be indexed

To have any chance of appearing in the organic search results, your website has to be indexed by search engines without any problems. Search engines during the crawling and indexing phase, scan the web to find websites to add to their index. If during this process they cannot find your website or you have accidentally blocked search engines from indexing your content, then your website will not appear for any searches.

So, the first thing to do is to check your technical SEO.

### **16.8 WORKING MODEL OF SEARCH ENGINE :**

- Make sure that your website is fast and accessible on all devices
- The next step is to make sure that your content can be accessed without any problems on all devices.
- The majority of searches are performed on mobile devices so you need to ensure that your website is mobile-friendly.
- Mobile-friendly means that the content is displayed on mobile without horizontal scrollbars, the text is large enough and any navigation elements or CTA (Call to Action) buttons are easily accessible.
- In addition, your WebPages should load as fast as possible on all devices. Speed is not only a known ranking factor but a big usability factor.
- Users like fast websites and you need to make every effort to provide them with a fast experience.
- Publish content that satisfies the intent of the user: For users to find you in the organic results, your content must have the following characteristics:
- It has to be around SEO keywords : SEO keywords are the actual terms people type in the search box to search the Internet. If you publish content that users don't want to read, then even if you appear in the organic results, you won't get any traffic.
- It has to satisfy the user intent: Search engines have become very good at evaluating content and understanding whether it satisfies the intent of the user or not. They use a number of factors to present the most relevant content for each query so if your content does not provide users what they want to read, it will not appear high in the results.
- It has to be high quality and original: Search engines can easily differentiate between original content and duplicate content. Their goal is to present users with original high-quality content to keep them happy so that they will come back for more searches. So, you need to create and publish content that is better than what is already published online. Content needs to be thorough, based on facts, unbiased, and written by experts on the topic.

### **16.9 KEY WORD RESEARCH :**

#### **Optimize your content for search engines**

Before publishing content on the web, you need to optimize it for search engines. This means adding specific signals to your content to help search engines understand what your content is all about.

In the SEO world, this is known as on-page SEO and has to do with things like the title of your page, the use of keywords within your content, optimizing your images, links to other pages on your website, and many other factors.

- Creation of SEO friendly blog posts
- Follow these 10 steps p ensure that every post is SEO friendly
- Promote your website to get more links and brand mentions
- Last but not least, in order to appear in the organic search results, your website needs to have mentions (backlinks) from other websites on the Internet. Links play a critical role in organic rankings because they are considered by search engine algorithms as ‘votes of trust’. Websites that have links from other trusted websites are more likely to rank higher in the organic search results than websites with fewer links.

In the SEO world, this process is known as link building, which is part of off-page SEO.

### **16.10 KEY LEARNINGS :**

- Organic search is the best type of traffic you can get for your website or blog. Organic traffic is targeted and this means users visiting your site from a search engine are more likely to convert.
- Unlike paid search traffic, organic traffic is free and continuous. In other words, once you achieve and able to maintain high rankings for the keywords you want, you will get traffic from search engines to your website 24/7 without paying anything.
- Search Engine Optimization (SEO) is the way to get more organic search traffic.
- Paid search traffic is also targeted but you have to pay for it. Depending on the type of keywords you want your paid ads to show, it may cost you from a few cents to tens of dollars per click.
- Once you stop the PPC campaigns, your traffic will drop and this is not a good business model to follow.
- For best results, you need to include both organic and paid traffic channels in your overall digital marketing plan;

### **16.11 SUMMARY :**

Creating a blog has many advantages. It can help individuals build a personal brand and generate an extra or full-time income. If you plan to blog as a way to make money online, consider picking a profitable niche to maximize the opportunities for better-paying sponsored posts or affiliate offers. Business owners also create blogs to improve their website rankings on search engines, attract customers, and develop a loyal online community. Whatever your purpose is, great blogs don't focus on simply publishing content. It is essential to consider its quality, consistency, and overall web design. If you want to create your first blog, ensure that you purchase a suitable domain name and the best hosting plan for you. Then, select a blogging platform and develop your content writing skills by joining online courses.

To stay up to date with the latest web technologies, one has to learn new things all the time. Web technologies are being improved and updated all the time and every web development team should take advantage of that whenever possible. New web technologies change the entire web development process and it can be hard sometimes to understand all of them in the right way. Luckily, with the right internet technology tutorial, you should be able to learn more about them in no time. Web hosting vs. domain hosting. While closely related,

web hosting and domain hosting are two different services. Web hosts store content, like a website, on internet servers. Domain hosts provide domain names, which are the addresses that help visitors access website content.

### **16.12 SELF-ASSESSMENT QUESTIONS :**

1. Discuss about the tools involved in web technology ?
2. What are the popular programming languages ? Elaborate
3. Differentiate between organic search and paid search ?

### **16.13 SUGGESTED READINGS :**

1. The language of New Media : Lev Monorich
2. Digital Storytelling : Capturing lives, Creating Community : joe lambeat
3. Digital Convergence : The Information revolution Vince John A.

## LESSON - 17

# WEB MARKETING

### AIMS AND OBJECTIVES :

Aims and objectives of this topic are

- to provide students with the knowledge and skills
- to navigate the future of new media confidently
- to critically analyze digital trends, become proficient in multimedia storytelling, and cultivate a strong sense of digital ethics
- to provide global landscape of digital communication

### STRUCTURE :

- 17.1 Introduction
- 17.2 Search Engines
- 17.3 Benefits Of Web Marketing
- 17.4 Phases Of Web Marketing
- 17.5 Web Marketing Tips For The Business
- 17.6 Types Of Web Marketing
- 17.7 Search Engine Marketing(SEM)
- 17.8 Basic SEM Concepts
- 17.9 Local SEM Campaigns
- 17.10 Summary
- 17.11 Self-Assessment Questions
- 17.12 Suggested Readings

### 17.1 INTRODUCTION :

Web marketing is the process of marketing your business online, and it's a cost-effective way to reach people who are most interested in your business. There are numerous strategies that are a part of web marketing, which we'll discuss in detail later. These strategies, from search engine marketing to content marketing, help you promote your business.

Web marketing creates the opportunity for your business to share your message to everyone on the web, including with potential customers. You get your business in front of people who are looking for your products or services. It's an efficient way to increase your online presence, plus market your business to the right people.

### 17.2 SEARCH ENGINES :

When it comes to search engines, Google is often the first one that comes to mind. However, other SEM platforms can also deliver good results. Here are the three main solutions for search engine advertising.

**Google Ads** is a leading search engine advertising platform. Here are some tips for using it:

- **Match types** determine how closely a user's search term matches your chosen keywords. In Google Ads, match types range from broad match (the widest) to exact match (the strictest). You can also set negative matches to exclude certain search queries from showing your ads.
- Google's search engine advertising is mainly based on **text ads**, including a title, visible URLs, descriptions, and extensions.

- **CPC (Cost Per Click)** refers to the price you pay for each click on your ads. The cost depends on factors such as ad quality and bidding.

### **Bing Ads**

**Bing Ads (or Microsoft Advertising)** is a robust alternative to Google Ads. It reaches a significant potential audience (almost 10% of the market share) and has excellent targeting and configuration options. While similar to Google Ads, there are some differences to note:

- **Negative Keyword Matching:** Bing ads have stricter negative keyword matching, allowing you to use only phrase matching for negative keywords.
- **Minimum Bids:** Sets a minimum amount for maximum bids, which may affect your bidding strategy.
- **Location Options:** Bing offers location targeting with the ability to specify a radius within a city or zip code.
- **Ad scheduling:** You can schedule ads to appear in 15-minute increments throughout the day or specify certain times for ad display.
- **Extensions:** Bing has image-specific and stock-specific extensions to enhance campaigns, offering flexibility for international targeting.
- **Time Zones:** You can set up different time zones within a single campaign.
- **Filter reports:** You can filter reports based on search partners and exclude those that are not relevant to your advertising goals.

### **Yahoo**

**Yahoo's advertising** solution allows you to reach users who perform searches on this search engine. Some key formats and options are available such as:

- **Display ads:** These ads appear at the top, bottom, or side of a website or within the content.
- **Search ads:** This classic SEM format shows ads in the search engine when users enter a specific keyword.
- **Sponsored ads in different formats:** Yahoo offers image, carousel, and native video ads as additional ad formats.
- **Mail ads:** These ads are integrated within inboxes or displayed through banners.

## **17.3 BENEFITS OF WEB MARKETING :**

There are four main benefits your business will experience by using web marketing strategies.

### **Target specific people :**

Targeting is the biggest benefit of web marketing. When you run campaigns with traditional methods, it's a challenge to target only leads that are interested in your business. You end up putting money towards leads that aren't interested in your company. With web-based marketing, your ability to target specific people helps you reach more qualified leads. These are leads that are looking for a business like yours. You put your business in front of the right people.

This is an immense benefit because it saves your business money. You put your money towards leads that will take an interest in your business. Online marketing helps you earn more conversions for your business and grow.

### **Build brand recognition :**

Brand recognition is an essential part of your business. You want leads to recognize your business and be familiar with it. Web marketing helps you build brand recognition with your audience. When you market your business on the web, you create more opportunities to expose your brand to leads that are interested in your products or services. You help your

target market become more familiar with your brand and get to know your business. It will help you earn more conversions down the line.

### **Cut campaign costs :**

It is cheaper to reach your audience through digital channels than traditional channels. Traditional channels, such as radio ads and billboards, can get pricey, and it can feel as though the return isn't as valuable. Web marketing methods (even online advertising ones, like display advertising) are very cost-effective for your business because they cost little to operate. When you don't need to invest as much money, you leave a bigger window of opportunity for an impressive return on investment (ROI). Digital marketing works with your budget. You can feel confident that your money is only going towards reaching interested leads. You won't waste your money on leads that don't need your products or services.

### **Measure your results :**

When you run a marketing campaign, you want to know that it's working. You want to measure your results to see if your campaign is effective and if you need to adjust it to perform better. With web marketing services, you can measure your results to see if your campaigns are effective. This is a huge benefit of website marketing because you will use your budget more effectively. It's difficult to know if your campaign is working when you rely on traditional marketing methods. With web marketing strategies, you can feel confident that you'll know the effectiveness of your campaign. You can monitor metrics like click-through rate (CTR), impressions, and conversions. It's easy to track your campaigns and see where they succeed or fall short. This allows you to make immediate adjustments if needed.

In addition, measuring your results allows you to optimize your campaigns based on your findings. You can alter elements that aren't working for your campaign and improve them to see better results. This helps you use your budget more effectively and get the most out of your campaign. For example, if you're combatting low click-through rates on ads, you may revamp your ad copy or landing page. In comparison, if your YouTube channel isn't earning views, you may audit your video marketing strategy and analyze competitor channels to find areas for improvement.

## **17.4 PHASES OF WEB MARKETING :**

Are you ready to build your web marketing campaign? Get started with these seven steps:

### **17.4.1 Identify your target audience :**

- Before you decide on your web marketing strategies, know who you're trying to reach. It's important to establish your target market first. This will help you determine which methods and strategies will work best to reach them.
- The best way to figure out your target audience is to think about who is most likely to purchase your products. What does your ideal customer look like? That is the type of person you want to include in your target audience.
- You'll want to get specific about the information, too. Focus on demographic information, socioeconomic status, buying habits, marital status, and the like. This will help you have an in-depth description of your ideal customer, so you know who to target with online marketing.

### **17.4.2 Set your budget :**

When you start to create your web marketing plan, ensure that you set a budget. It's important to know your budget so you can determine which campaigns will fit in your budget. Most digital marketing strategies are very cost-effective and can fit into your budget. If you don't have a large budget, you may want to focus on a strategy or two and making those

campaigns strong rather than investing in multiple strategies with little funding to run them. Your budget will help you determine which methods are affordable for your business. It will help you focus on strategies that will maximize your budget and get you a better ROI.

#### **17.4.3 Create your goals :**

Now that you know your target audience, as well as your budget, you can start creating your web marketing goals. For example, do you want to improve brand awareness among your audience or decrease churn? You can pick multiple goals, but your budget will influence how many goals you adopt. In most cases, your company will focus on goals that offer the most short- and long-term value. Aiming to reduce customer churn, for instance, can have a massive impact on your organization's long-term success and even online marketing goals, like driving brand awareness and customer referrals. Once you know which goals you want to focus on, make them S.M.A.R.T. A S.M.A.R.T. goal is: Specific, Measurable, Attainable, Relevant, and Timely. Some examples of S.M.A.R.T. goals include:

- Decrease customer churn by 2% in the third quarter
- Increase social media followers by 10,000 in one year
- Drive 2500 customer referrals in six months

Using your S.M.A.R.T. goal, you can move onto the next step of using web marketing.

#### **17.4.4 Choose your web marketing strategies :**

You know what you want to accomplish with web-based marketing, but how will you do it? In this step, you need to research the channels and strategies available to your company, like social media, email, or search. As a part of your research, you'll want to investigate the costs of each strategy and build those costs into your budget. While you can focus all your efforts on one channel, the best results come from a multi-channel approach. Multi-channel marketing allows you to reach users across the Internet, whether they're browsing social media or searching Google. If you do have to settle for one or two strategies, consider content marketing and SEO. These two techniques deliver long-term value to businesses. The content you create and the optimizations you make to your website will drive traffic, leads, and sales to your site continuously. You make a serious investment in your company and its success with SEO and content marketing.

#### **17.4.5 Build your campaigns :**

Once you know which web marketing strategies you'll use, you can start creating your campaigns. If you're investing in paid advertising, for instance, you may complete the following tasks:

- Set up ad tracking
- Research keywords
- Choose ad platforms
- Write ad copy
- Compile ad creatives
- Build ad structure
- Develop ad budget and bids

In comparison, an SEO strategy may check off these to-dos:

- Set up Google Analytics and Google Search Console
- Conduct an SEO audit
- Outline SEO fixes
- Research keywords

- Update page title tags and meta descriptions
- Create a content calendar

Outlining what you'll do for each campaign can help you maximize its success. You also provide your team with a roadmap. Plus, you make sure you complete essential steps, like auditing your SEO or generating your ad structure.

#### **17.4.6 Launch your strategy :**

After you finish creating your strategy deliverables, you can launch it. For the best results, have a team member look over your work. For example, someone should check ad copy for typos, as well as on-site content for spelling and grammar errors. Double-checking analytics tracking can also ensure that you launch your campaigns successfully. Make sure to monitor your campaigns after launch. Careful monitoring of your strategy in the first few days or weeks can help you catch issues that everyone else missed. Mistakes happen. Checking in on your campaigns, however, can help you fix them fast.

#### **17.4.7 Measure your results :**

Web marketing doesn't stop once you launch your campaigns — it begins. With digital marketing, you want to measure and learn from your results. On a routine basis, say every month, you should check and review metrics related to your overall goals. If you're looking to increase sales, for instance, look at your campaigns and their conversions for that goal. Analyzing your campaign data can help you find improvements too. If you notice a low click-through rate (CTR) for an ad, for instance, you can look into the data more and find potential solutions. Maybe you need to update your ad copy, for example, or revise your landing page to create a better user experience. Even if your strategies perform well, try to find opportunities for improvement.

### **17.5 WEB MARKETING TIPS FOR THE BUSINESS :**

Online marketing is a great way to reach valuable leads and earn conversions for your business. Here are five web marketing tips to help you set your digital marketing plan on the right track.

#### **17.5.1 Personalize your campaigns :**

If you want to make an impact on your audience, personalize your campaigns. Personalization gets your audience interested in your business. Each person interested in your company doesn't want to feel like just another customer. They want to know that their business is valued and that you appreciate them as customers. By personalizing their experience, you show your target market that you value their business. Personalization benefits you and your leads. You deliver tailored content that gets them more interested in your business. As a result, this encourages more conversions because the content is tailored to what your audience likes. If you want to personalize your campaigns, you can do something as simple as adding each person's name to an email. With other campaigns, you can customize their experience by providing them with content and information that is pertinent to their interests.

#### **17.5.2 Use automation when you can :**

When you run a web marketing campaign, you'll find that there are many little tasks your team will need to accomplish. It can be something as simple as sending an email or creating a social media post. To help your employees focus on more important projects and tasks, use automation to help your campaign. Automation helps your team complete small tasks fast. These are tasks like sending welcome emails or abandon cart emails. Your team would normally spend a good chunk of time on these website marketing tasks, but automation

can help complete those tasks for you. Instead of sending individual emails to your audience, automation will help you create and send emails to each pertinent person on your list. Programs like MyEmailFX make it easy to create, send, and monitor your email marketing campaign. In addition, you can also use social media scheduling tools to simplify the process. Instead of your team spending time each day to post on social media, they can schedule a month's worth of content in advance. This ultimately saves your business time and helps you build a more cohesive social networking campaign. Automation is a key component to your marketing plan's success. It will allow your team to use their time to focus on more important projects.

### **17.5.3 Update your website :**

Your website is the heart of your digital marketing plan. With every method you use, you will drive people back to your site to get them to learn more, make a purchase, or contact your business. It's essential that your site is up to date, so you keep interested leads on your page. When leads come on your site, they don't want to see an outdated or unappealing website. It will have them leaving your page quickly. Your site should be fresh and modern to appeal to your audience. They will judge your business based on your website's appearance. If it is unappealing, difficult to navigate, or outdated, you'll lose leads. Make sure to invest in updating your website so that leads will find it appealing and interesting. When you update your website, go for a responsive design. Responsive design ensures that your website adapts to whatever device your audience is using to provide them with the best experience. It's important that mobile, tablet, and desktop users all have the same positive experience.

### **17.5.4 Use videos :**

When you create your web marketing plan, incorporate videos into your strategies. Video is a powerful way to obtain leads and earn conversions for your business. With the growth of sites like YouTube, videos are becoming a powerful way to engage your audience. You can use videos on your social media pages, in email marketing campaigns, on your landing pages, or on your website. It's a great way to get your audience engaged and interested in your content. Your audience will interact with your page longer because videos keep them engaged. Videos are a great way to get out a lot of information without filling your page up with a lot of overwhelming text. It makes an interactive element for your audience to engage with your page and learn more about your business.

### **17.5.5 Use remarketing :**

Remarketing is a great way to reach out to interested leads who haven't converted yet. Many people will look at your products or services and be interested but want to take more time to think about it. You should avoid losing these interested leads because they are conversions for your business. By using remarketing, you put your products in front of them again. You get them to think about purchasing your product and build interest. It's a great way to get them to reconsider whether they want to purchase.

## **17.6 TYPES OF WEB MARKETING :**

Internet marketing encompasses numerous web marketing strategies, including:

- **SEO:** Attract website traffic, users, and sales via search engines like Google and Bing.
- **PPC:** Drive immediate traffic and sales via ads on search engines and websites.
- **Content marketing:** Build brand awareness and website traffic with original, quality content.
- **Email marketing:** Acquire and nurture valuable leads with personalized emails.
- **Social media marketing:** Earn followers, brand awareness, and sales with social media.

- **Display advertising:** Generate sales and brand awareness with targeted ads on websites.

### 17.6.1 Search engine optimization (SEO) :

Search engine optimization (SEO) is the process of boosting your website's ranking in the search results. Since Google fields 3.5 billion searches a day, using SEO is an excellent way for you to reach valuable leads for your business because so many people search for information through this search engine. To start optimizing your ranking, find the right keywords for your campaign. SEO operates on keywords because users conduct searches using specific phrases to generate results. You need to use the right ones to reach leads that are interested in your business.

For example, if you owned a flower shop, someone might search "flower shops near Harrisburg, PA." They may even look for topics like "How to prune roses" or "best ways to help your flower bed grow."

These are all keywords a flower shop could aim to rank for to attract valuable customers. This requires you to conduct keyword research. As you search for valuable keywords, focus on long-tail keywords. These contain three or more words and will direct more qualified leads to your site. Long-tail keywords are also easier to rank in search engine results because they have less competition but still provide access to potential customers. Once you find your keywords, you'll integrate them into your site. Google crawls through your pages to better understand the context of your page. Your keywords will help Google index your page for the right search results. Aside from keyword research and keyword integration, numerous other optimizations affect your website's performance. One crucial factor is page speed. Since users hate waiting for slow-loading pages, you should invest in optimizing your site's page speed to retain site visitors. There are also things like crawling errors and content creation that affect your site's performance. Crawling errors can affect Google's ability to read your site, so it's important for your business to monitor your site to fix issues quickly. As for content creation, content has the power to drive more traffic to your site and boost your website's performance. SEO is a great web marketing strategy if you want to boost your organic traffic and obtain valuable leads. It will help you get your website in front of more people who are searching for your business.

### 17.6.2 Pay-per-click (PPC) advertising :

Pay-per-click (PPC) advertising is a great method to reach leads that are ready to convert. PPC advertisements are paid ads that appear at the top of the search results. These are tagged with the word "ad" to indicate paid content. Most businesses advertise with Google Ads (previously known as Google AdWords), though you can also promote your business on Bing and social media networks like Facebook.

Like SEO, PPC ads operate on keywords. You want to choose the right keywords for your PPC ad so you can reach relevant leads. It's best to focus on long-tail keywords here, too, because the cost per click (CPC) will be lower for your PPC ad and allow for more clicks on your ad. Once you have your keywords selected, you bid for your ad's placement. You'll set your maximum bid, which is the most you are willing to pay each time someone clicks on your ad. Your maximum bid and quality score will determine your ad's placement. Once you have your placement, you will launch your campaign and start obtaining valuable leads. PPC is a valuable method for your business because it helps you capture more qualified leads and bring potential customers to your site. In fact, PPC visitors are 50 percent more likely to convert than organic visitors. This means you are attracting leads that are close to making a purchase and just need to find the right business. Another great thing about PPC is that it is budget-friendly. You set the amount you want to spend on your PPC campaign, whether it's

\$300 or \$3000. Pay-per-click gives you the freedom and flexibility to choose an amount that works with your budget, although the amount you set can affect your campaign's success. PPC also enables you to track your results instantly. When businesses invest in digital marketing methods, they want to see immediate results to know their strategy is working and driving results. PPC enables you to see your campaign's results as soon as you launch it and make changes to improve it. If you advertise with Google Ads, you can view your campaign metrics in not only Google Ads but also Google Analytics, which helps provide a complete overview of your online marketing efforts.

### **17.6.3 Content marketing :**

Content marketing is one of the best methods for helping your reach more valuable traffic for your business. When you create content, you provide your audience with the valuable information they need. Your audience is constantly seeking valuable information, so it's important that you take advantage of the opportunity to attract them to your business. When you think of content marketing, you might think it's just blogging. However, content marketing can include videos, infographics, and ebooks too. The point of content marketing is to provide your audience with valuable information about your industry. To start creating content, search to see what types of questions people are asking about your industry. This will help you create content that you know will appeal to your audience and drive traffic to your site. Content marketing allows you to share your knowledge with your audience. You establish yourself as an authority in your field. Your audience will trust your business more because you provided them with helpful information. Even if leads don't convert right away from your content, they'll still take the time to check out your business. They'll become familiar with your brand and get to know your business. When it comes time to convert, they'll remember the helpful information you provided and choose your business over the competition. Content marketing is a great way to attract valuable leads for your business. It's a great way to build your business's trust and authority with your audience.

### **17.6.4 Email marketing :**

Email marketing is one of the oldest and most effective web marketing methods to date. While many businesses think that email is ineffective, it actually has the power to earn your business up to \$44 for every \$1 spent! To start using email marketing, you need to obtain a list of subscribers. The best way to do this is through your website. You can create email sign-up forms that give visitors the opportunity to sign up for your emails. You can also place email sign-up bars in the header or footer of your page to ensure that your leads always know where to find it. If they like what they see on your page, they can opt to sign up for emails. You could even use online advertising to capture new subscribers, like by offering a free downloadable guide. To download the guide, however, users must provide their email. It's best to earn your emails through organic means rather than paying for email lists. Paid email lists don't include many valuable leads for your business. In addition, your emails will end up being blocked, deleted, or placed in junk folders by the receiver. Once you have a list of subscribers, you can send them emails with deals, promotions, new products, content, and more. It's a great way to engage your audience and get them interested in your products or services. To maximize your marketing campaign, you'll want to segment your audience. Audience segmentation ensures that each audience member gets content that is tailored to their wants and needs. It provides them with a better experience of your business and encourages more conversions. You can segment your audience based on demographic information, socioeconomic status, hobbies, and interests. You'll want to group people together that have similar characteristics. This will help you group your audiences to send them relevant information. In addition, you can personalize their experience to earn more conversions from your subscribers. Something as simple as adding their name to your email will increase

engagement. People want to know that email content is for them, and using their name is a great way to grab their interest. Email marketing is one of the few online marketing methods that enables you to connect directly with your audience. You can deliver personalized content and engage with them. It's an excellent opportunity to nurture leads towards conversion.

#### **17.6.5 Social media marketing :**

Aside from email marketing, social media marketing is the only other marketing method that enables you to connect directly with your audience. Social media makes it easy for your business to connect with leads and share valuable content. When you use social media marketing, you can choose from numerous social networks. This includes Facebook, Twitter, Instagram, Pinterest, and LinkedIn. It's vital that you know your target audience well so that you can reach them on social networking sites they visit the most. Once you know your platforms, you can determine the type of content to post. Each social platform has different capabilities for posting content. Platforms like Facebook and Twitter enable you to post a variety of content. You can share photos, videos, links to content, and polls. Instagram, on the other hand, focuses solely on photos and videos for content. Social media is a great way to connect with your audience and share valuable content with them. You can post tailored content to appeal to them and engage them. It's a great way to deliver tailored content to your audience. It's also a type of online web marketing with a low cost, as your business can join social networking sites for free to reach your target market.

#### **17.6.6 Display advertising :**

Display advertising allows your business to take advantage of ad networks like the Google Display Network (which reaches 90% of the world's Internet users) and Facebook Audience Network. It also lets you leverage the power of visuals, from images to GIFs to video, to draw users to your ad.

You can use display advertising to accomplish a few different goals, including:

- Brand awareness
- Sales
- Shares
- Follows
- Website traffic

If you want your display advertising campaigns to succeed, you need to understand your audience. It's also vital to develop ad copy and ad creatives that speak to your audience's needs and capture their attention.

In most cases, display advertising will coordinate with another web marketing strategy: PPC.

### **17.7 SEARCH ENGINE MARKETING(SEM) :**

Search engine marketing, commonly known as SEM, encompasses a variety of strategies and practices that revolve around promoting businesses and driving traffic through search engines. Search engine marketing encompasses both SEO techniques and search engine advertising. However, most marketers use SEM to refer exclusively to search engine advertising or paid results. To avoid confusion, we will use SEM to refer to search engine advertising and paid advertising.

Search engine marketing (SEM) is a digital marketing strategy that helps businesses get their websites seen by more people on search engine results pages (SERPs).

There are two main ways to do this:

- **Organic results** are when a website appears in the unpaid results at the top of the SERPs. You can improve your website's ranking in organic search results by optimizing your it's content, building backlinks, and other SEO (Search Engine Optimization) techniques.
- **Paid results** are the results that appear at the top of the search results pages. You can pay for your website to appear in paid search results by bidding on keywords people are likely to search for. The higher the bid, the higher the website will appear in the search results. This system is called pay-per-click (PPC) or cost-per-click (CPC).

## 17.8 BASIC SEM CONCEPTS :

SEM is a very broad topic that has many different avenues to explore. Below, we've linked some articles to more specific topics within the SEM methodology.

- **SEO and SEM** are two important components of a successful online marketing strategy. The best approach is to use both SEM and SEO together to achieve maximum results.
- **SEM Positioning** refers to the practice of paying search engines to display ads for websites in SERPs. This is typically done by bidding on keywords.
- **SEM Campaign** is a collection of SEM activities that are designed to achieve a specific goal, such as increasing website traffic or generating leads. A campaign includes a set of keywords, ad copy, and targeting settings.
- **SEM on Google.** Google Ads is the most popular SEM platform. It allows businesses to create and manage SEM campaigns that target search results on Google itself and other Google properties.

### 17.8.1 Uses of SEM :

There are many reasons to incorporate SEM into your digital marketing strategy. These are just some of the benefits of using search engine marketing for your brand.

- **Bring highly qualified traffic to your page:** SEM allows you to target your ads to specific keywords, so you can be sure that people who see our ads are interested in what you offer. This can help you improve your website's conversion rate.
- **Make your brand or company known throughout the world:** You can reach a global audience when your ads appear at the top of Google. This is a great way to increase brand awareness and attract new customers.
- **Generate conversions:** SEM can help you to generate leads and sales by driving traffic to your website and encouraging people to take action. Google Ads offers a variety of tools that can help you track conversations and measure the success of your campaigns.
- **Get results even on a tight budget:** SEM campaigns can be scaled to fit your budget. You only pay when someone clicks on your ad, so you can be sure you're not wasting money.
- **Personalize your ads:** SEM allows you to target your ads to specific audiences with different demographics, interests, and lifestyles. This means you can show your ads to potential customers who are likely to make a purchase.

Overall, SEM is a powerful tool that can help you achieve various marketing goals. If you want to drive traffic to your website, generate leads, or increase sales, Google Ads solutions are a great option. Through these solutions, you can display advertisements on the search engine itself and leverage the available data and parameters to showcase **contextual ads** on other websites. Combined with SEA campaigns, these tactics can effectively elevate your brand's preference and reach.

## 17.8.2 Advantages and Disadvantages of SEM :

Undoubtedly, search engine marketing is a powerful tool for almost all types of brands. Let's examine some advantages and disadvantages to evaluate when and how to use SEM.

### 17.8.2.1 Advantages :

Search engine marketing is a powerful tool that is suitable for almost all brands. In order for you to better evaluate when and how to include it, here are its main advantages

- **Greater segmentation.** The more segmented a campaign is, the better chance you have of reaching your target audience. Google Ads allows you to segment your audience and create campaigns taking into account different characteristics such as gender, age, geographical location, interests and even hobbies.
- **Attracting traffic to your website.** The campaign's main goal is to appear in the top results of search engines to generate even more traffic to your website.
- **Monitoring and measuring.** Thanks to Google Ads, you can monitor the results of your campaign at all times. You can get detailed information on the behavior of your users, the number of clicks, impressions, etc.
- **Complementing SEO.** By combining SEM and SEO you will have a complete digital marketing strategy. Neither SEM or SEO is better. It's actually the combination of the two that makes a strong digital strategy.
- **Controlling costs.** When implementing a SEM campaign, you will have a high level of control. You can set the budget and only pay when the users interact with your ads.
- **Lead capture.** The main function of SEM is to provide answers to people who have a need you can solve, in other words your target audience. This can lead to conversions and to building customer loyalty.
- **Highly measurable:** SEM campaigns are very measurable; with tools like Google Ads, you can track your results and see how your investment is performing.
- **Real-time monitoring:** You can monitor your SEM campaigns in real-time to see how everything is progressing and make changes as needed.
- **Pay per click:** You only pay for the results. You can control the maximum daily budget you are willing to invest and the maximum cost per click and make sure you're not wasting money.
- **Speed:** SEM campaigns can be set up quickly and start delivering results in a matter of days or weeks.
- **Within everyone's reach:** A SEM campaign's budgetary investment is scalable, so it works for large companies and SMEs. They all compete in equal conditions to reach the first positions for keywords.
- **Targeting:** You can target your SEM campaigns to specific demographics, interests, and past behavior.

### 17.8.2.2 Disadvantages :

- **Cost:** SEM can have a higher long-term cost since it works as long as you pay. Although, over time, you can optimize your campaigns and reduce costs per click.
- **Competition:** There is a lot of competition for SEM keywords, so you may have to pay more to get your ad seen. This competition causes costs to rise, and sometimes it can be difficult to get a good ROI.
- **Ad Blockers:** Some people use ad blockers, which can prevent your ads from being seen.
- **Interruptive:** Some people find SEM ads to be intrusive.

SEM is a much more powerful if used in combination with others, such as SEO. The study of keywords is the fundamental pillar of the search engine strategy. The study of buyer personas is also crucial to understanding the audience when looking for certain keywords because it allows for more accurate segmentation.

## 17.9 LOCAL SEM CAMPAIGNS :

Local SEM campaigns allow advertisers with physical stores to reach potential customers who are geographically close to them. To make the most of these, you first need to set up a business listing on Google Business Profile. This free service allows you to create a listing for your business and provide information such as your address, phone number, hours of operation, and website. Once business listing is up and running, you can create local ads on Google Ads. These will show your business to people who are close to it or have shown interest in the area. Local SEM campaigns aim to increase physical store visits and achieve offline conversions.

**Google local ads** can be shown in:

- **Google search results** when someone searches related to the company and its location.
- On **Google Maps** through sponsored pins.
- On **YouTube**, local ads can be shown to users likelier to click on them.
- On **third-party sites** (through display campaigns).

In addition to creating a local campaign, having your business registered on Google Business Profile makes it possible to add location extensions to standard Google Ads.

### 17.9.1 SEM Agency :

SEM tools, such as Google Ads, can be complex to manage. There are many variables to consider, and optimizing your account and staying on top of results in real time can be challenging. Therefore, delegating this work to a SEM agency can be worthwhile. An agency can help you do the following:

- **SEM campaign planning:** Defining objectives and budget and setting up the campaign structure, keywords, and ad groups.
- **Keyword research and management:** Identifying the right keywords and setting the right match levels.
- **Ad copywriting:** Creating clear, concise ad copy to persuade potential customers to click.
- **Campaign analysis:** Continuously analyzing the data to make informed decisions and achieve the best results.
- **Quality score optimization:** Optimizing the campaign to achieve a high-quality score will result in lower CPCs and better ad positions.
- **Bidding strategy:** Setting the right bids to achieve the desired results.
- **Conversion rate improvement:** Analyzing and adjusting different aspects of the account, from keywords to landing page design, to increase the number of conversions.

**SEM** stands for search engine marketing. Though most marketers refer to it as a web positioning strategy, its more than that because it encompasses everything related to web positioning. There are even companies that refer to SEM as Search Engine Advertising (SEA). SEM has gained importance over the years. In today's digital world, we all use search engines almost daily. because of this, search engine positioning is incredibly important in order to get more traffic and gain visibility. Two ways to reach the top positions are:

### 17.9.2 Keyword Research in SEM :

When planning an SEM campaign, keyword research should always be one of the first steps. Keywords are like the building blocks on which the whole SEM account, ads, and landing pages are structured.

To perform keyword research for SEM campaigns, take note of the following steps.

#### 1. Analyze the Product or Service (or Landing Page)

What are the main keywords people use to search for products or services like yours?

- Begin by brainstorming a list of relevant keywords that come to mind based on your product or service. Think about the main features, benefits, and unique selling points.
- Research your competitors' websites and landing pages to identify the targeted keywords that are performing well in your industry.
- Engage your target audience through surveys, interviews, or social media interactions to understand the language they use when searching for products or services.

#### 2. Keyword Research Tools

Various keyword research tools are available on the market to help you generate keyword ideas and analyze their performance. Some popular tools include SemRush and Google Keyword Planner.

#### 3. Filtering and Selecting Keywords

After generating a list of potential keywords, filtering and selecting the most relevant and effective ones is essential. Discard irrelevant words, group related keywords, and look for keywords with low competition.

Once you have completed these steps, you will have a definite list of keywords to optimize the SEM campaign. These keywords should be present on your landing pages and ads to get the best results.

### 17.9.3 SEM Campaign :

Strategy and planning are essential to guarantee the results of your SEM campaign. Let's take a look at what it takes to launch a successful campaign.

1. **Keyword Research:** As mentioned above, keyword research is the foundation of any SEM campaign. Make sure you do your research thoroughly and select the right keywords for your target audience.
2. **Campaign Creation:** Once you have your keywords, you can start creating your SEM campaigns. This involves setting a budget, choosing your bidding strategy, and creating ads.
3. **Measurement and Optimization:** Once the campaign is up and running, you need to monitor its performance and make necessary adjustments. This includes tracking your click-through rate, cost per click, and conversion rate. To ensure you don't miss anything, you can set up alerts for critical aspects of the account and set a specific review schedule.

### 17.9.4 Most Important SEM Metrics :

As with any other type of digital marketing, in SEM you can only optimize what is measured. That's why, before launching your strategy, you need to know which KPIs to look at to evaluate the performance of your campaigns. Here are four key metrics to measure the success of your SEM campaigns.

#### **17.9.4.1 Quality Score :**

The quality score measures the user experience with the ads, so the higher the quality score, the better the user experience. This metric is essential because Google Ads uses it to determine the cost and placement of ads

The quality score depends on three factors:

- The quality of the landing page.
- The quality of the advertisement.
- The expected click-through rate.

#### **17.9.4.2 Impression Share :**

The share of impressions tells you if users are seeing your ads. It is calculated based on the impressions obtained by an ad compared to the total number it could get. A low impression share indicates that you are not taking full advantage of the ad. To remedy this, you need to raise the budget and bids, improve the quality score, or both.

#### **17.9.4.3 Click-Through Rate (CTR) :**

The click-through rate indicates the frequency with which users who see an ad end up clicking on it. To calculate it, divide the number of clicks by the number of impressions. For example, if you have 5 clicks and 100 impressions, the CTR would be 5%.

Look at this metric for the different ads and keywords in your account. A low CTR indicates that the ad is not attractive enough for the user or that it is not really relevant to their search.

#### **17.9.4.4 Conversions :**

The number of conversions and the average value of each one allow you to measure the performance of your ads, as it indicates how many sales they have generated. This way, you will be able to correctly attribute the ROI of your SEM campaigns and measure their profitability.

### **17.10 SEO :**

SEO in digital marketing is a strategy that focuses on your website's presence in the search results. It involves various techniques to help you improve your rankings.

SEO stands for search engine optimization. SEO practitioners optimize websites, web pages and content for the purposes of ranking higher in search engines, like Google. Search engine optimization (SEO) is a critical component of your digital marketing strategy. It can help more members of your target audience discover your business online, so you can expand your reach and increase your revenue. SEO is a set of practices designed to improve the appearance, positioning, and usefulness of multiple types of content in the organic search results. This content can include web pages, video media, images, local business listings, and other assets. Because organic search is the top method via which people discover and access online content, utilizing SEO best practices is essential for ensuring that the digital content you publish can be found and chosen by the public, increasing your website's organic traffic.

### 17.10.1 SEO in Digital Marketing :

Search engine optimization (SEO) is a critical component of your digital marketing strategy. It can help more members of your target audience discover your business online, so you can expand your reach and increase your revenue. SEO in digital marketing is a strategy that focuses on your website's presence in search results on search engines like Google. It involves using various techniques to improve your website to help both search engines and consumers better understand your website and improve your rankings..

When you implement an SEO strategy, you optimize your website to show up in the search engine results pages (SERPs) for keywords and phrases related to your business. You'll also submit your website URLs to Google (and other search engines) so they can show up in the SERPs.

Keywords are the words and phrases your target audience searches for online. For example, if your business sells running sneakers, your audience may search using keywords like "running sneakers" or "women's running sneakers" and other variations.

Search engines like to provide the best experience for their users, which is why they have hundreds of ranking factors that determine your spot in the SERPs. Search engines want to show users the best websites in the results to provide them with the information they need.

With SEO, you'll implement techniques that improve your website's user experience to ensure that your site gives your audience answers to their queries. A few examples of SEO techniques include:

- Implementing **responsive design** to make your website friendly for mobile users
- Improving your **website navigation** to ensure users can easily navigate your site
- Creating **custom content** that answers users' questions
- Inserting **keywords and phrases** throughout your site pages and content
- And more

When you implement an SEO strategy, your improvements will send positive signals to search engines that your website provides value to users. As a result, search engines will rank your website higher in the SERPs.

Achieving a top spot in the search results is essential because 75% of users don't click past the first page of results.

### 17.10.2 How do search engines work? :

The hub of SEO — the search engine framework — is the key to understanding why SERPs showcase certain pages over others. Search engines are intricate systems that study all the websites across the Internet and organize the information for you.

So, how do search engines like Google, Bing, and Yahoo digest such an immense amount of data? Search engines go through three steps — crawling, indexing, and ranking — to yield the strongest results.

#### SEM vs PPC :

While exploring SEO strategies, you might come across the terms search engine marketing (SEM) and pay-per-click (PPC) advertising. If you're wondering what these terms are and how they differ from SEO, we've got you covered.

#### SEO vs. SEM :

Like we discussed above, SEO focuses on improving your website's rankings in the organic search results. These are the results that display below the sponsored (paid) results.

SEM, on the other hand, is an umbrella term that focuses on improving your rankings in the both the organic and paid results. As a result, if you implement a SEM strategy, you'll find yourself launching ads that appear at the top and bottom of the search results.

### **SEO vs. PPC :**

PPC is a digital advertising strategy that involves launching ads on search engines like Google. It's often referred to as paid search.

With PPC, you'll bid on keywords and phrases that you want your website to appear for in the search engine results.

So, PPC focuses on the paid side of search engine marketing while SEO focuses on the organic (free) side.

### **17.10.3 Benefits of SEO in digital marketing? :**

SEO is an essential strategy that can help your business grow and reach new heights. Check out more benefits of SEO in digital marketing below:

- **Boost online visibility:** SEO helps you boost your online visibility and **brand awareness**. When you implement an **SEO strategy** for your business, your website will appear higher in the search results. That means more members of your target audience discover your business online.
- **Increase website traffic:** You can **drive more traffic** to your website when you **increase your rankings in the SERPs**. As a result, more users visit your website, read your content, and check out your products and services to increase sales and revenue for your business.
- **Stand out from competitors:** SEO enables you to **outrank your biggest competitors** in the search results. That means you can boost your credibility as an expert in your field to outshine your competitors and attract new customers.

SEO is a valuable strategy that enables you to acquire new customers and continuously promote your products and services online to drive more sales and revenue for your business.

### **17.10.4 Types of SEO in digital marketing :**

Before you start implementing an SEO strategy for your company, it's essential to first understand the different types of SEO, also known as the pillars of SEO.

Here are the four types of SEO in digital marketing:

1. **On-page SEO**
2. **Off-page SEO**
3. **Technical SEO**
4. **Content**

#### **17.10.4.1 On-page SEO :**

What is on-page SEO? On-page SEO refers to optimizations that take place directly on your website to improve your SEO. With on-page SEO, you focus on ensuring that your website is easy to use and provides value to users by answering their questions and giving them solutions to their queries.

Here are a few elements you can focus on optimizing with on-page SEO:

- **Keywords**

- **URLs**
- **Title tags**
- **Header tags**
- **Meta descriptions**

On-page SEO enables you to improve your website to help users and search engines better understand your website. For example, by optimizing your titles, you can inform search engines and users about your page's topic. As a result, you can increase your rankings and encourage users to click on your site.

#### **17.10.4.2 Off-page SEO :**

Off-page SEO refers to optimizations that take place outside of your website. With off-page SEO, you focus on your website's authority. While your website or domain authority isn't an official Google ranking factor, it can help boost your rankings by creating a site with valuable content that people and websites link back to.

This process can involve earning links from other websites, shares on social media platforms, and other mentions of your website across the Internet. Off-page SEO can include:

- Creating accurate, valuable, and **high-quality content**
- **Sharing your content** on social media
- Connecting with **influencers**
- Reaching out to other websites to host something that you've written

Your authority can determine whether search engines and users view your business as an expert in your field. And a high authority will help your online reputation and search rankings blossom.

#### **17.10.4.3 Technical SEO :**

Technical SEO refers to optimizations that make your website easy for search engine crawlers and users to use and understand. Search engine crawlers index pages and websites for search engines. In other words, search engine crawlers help search engines store your page and website data to use for future searches.

With technical SEO, you focus on optimizing the back-end of your website, such as your:

- **Page load speed**
- **Mobile-friendliness**
- **Navigation**
- And more

Your page design, navigation, and loading speed impacts how easily your audience and crawlers can use and understand your website. When your website loads quickly and ensures that users can easily find the information they need, you can help your site rank higher in the SERPs.

#### **17.10.4.4 Content :**

The last type of SEO is content. Content is the bread and butter of your website. It gives users and search engines essential information about your business, such as what you do and what types of products and services you offer.

Creating content also enables you to insert high-value keywords throughout your site to increase your opportunities to rank higher in the search results. There are several types of content you can create for your business, including:

- **Blog posts**
- **Informative articles**
- Detailed guides
- **Videos**
- Infographics
- And more

Your content works hand-in-hand with your SEO strategy to promote your products and service to more users online so you can drive more sales and revenue for your business.

- In order to understand how SEO works, it's vital to have a basic understanding of how search engines work. Search engines use crawlers (also known as spiders or bots) to gather information across the internet to populate their big databases, called "indexes". Crawlers begin from a known web page and then follow links from that page to other pages.
- For example, if a page Google already indexed on Patagonia.com on the topic of used clothing features internal links to further pages on the site for used jackets, used hiking boots, and used flannel shirts, Google can crawl to those pages via the links provided. Meanwhile, if Patagonia's main used clothing page links out to an article on TheGuardian.com about the negative impacts of fast fashion, Google can crawl from Patagonia to the news article via the link, thereby discovering that content and potentially indexing it.
- The content of the discovered page, and the context of the links the crawler followed from Patagonia to The Guardian, help Google understand what the page is about and how it is relevant to all of the other pages within its index.
- If you happen to be the journalist who wrote The Guardian article on fast fashion, the fact that a used outdoor clothing section of a large brand is linking to your piece is an indication to Google that there might be a relationship between the problems of fast fashion and the potential solution of buying used clothing instead of new clothing. These semantic relationships go far towards helping Google determine which results to show for each query they receive from the searching public.
- Search engines' success as businesses depends on the public finding search engine results to be relevant to their needs. The more links a search engine like Google finds pointing *from* a particular type of content *to* a particular resource, the more confident it becomes that the linked-to resource is relevant to certain search queries. The search engine then determines that this resource deserves to be ranked highly when people make those queries.
- There are three main categories of SEO: on-page SEO, off-page SEO, and technical SEO, all of which combine to help search engines discover, crawl, index, understand, and rank your content, and this article will cover each of these topics.

### 17.11 WHY IS SEO IMPORTANT? :

A significant reason that SEO matters is because it helps online publishers appear within the results displayed by search engines. Search engines like Google and Bing each have their own methods of surfacing and formatting the content they display when a user enters a query into a search box, like this:

In response to a query like this, a search engine like Google can return a wide variety of results, Let's look at and label some of the different types of results here:

### 17.11.1 Traditional Organic Results :

Google's most familiar results are the traditional organic results, which consist of links to website pages ranked in a particular order based on Google's algorithms. Search engine algorithms are a set of formulae the search engine uses to determine the relevance of possible results to a user's query. In the past, Google commonly returned a page of 10 organic results for each query, but now this number can vary widely, and the number of results will differ depending on whether the searcher is using a desktop computer, mobile phone, or other device. Traditional organic results look like this, with each entry having a title, description, link to the source, and other features like dates and additional links:

Bing's traditional organic results look and function similarly to Google's:

### 17.11.2 SERP Features :

Beyond the traditional organic results, search engines can surface a variety of other displays which can be categorized under the umbrella term "SERP features". There are many kinds of SERP features including but not limited to:

- Local pack results
- Google Business Profiles
- Knowledge panels
- Site links
- Featured Snippets
- Image packs and image carousels
- Video packs
- People Also Ask features
- Related searches
- Plus additional SERP features for news results, hotel and travel results, shopping, FAQs, job listings, and more.

**Local pack results** display a list of local businesses for some queries:

**Knowledge panels** feature information about organizations, people, and places for some queries:

**Site links** are links to additional pages within a website, can also appear as part of that site's organic listing if the individual pages are strong enough or the search engine believes the individual pages are especially relevant to the user's query, like this example of an organic listing for a retailer including links to its pages for women's wear, men's wear, used clothing and more:

There are at least four main types of results called "featured snippets", including carousels, lists, paragraphs, and tables. Videos and rarer double featured snippets are related features. To display featured snippets Google pulls content from web pages to summarize right within the SERPs, linking to the sources of the information.

**Image packs** and **image carousels** that link to their sources:

"**Related searches**" features link to further sets of SERPs and can prompt users to expand their query to access related information:

There are also additional SERP features for news results, hotel and travel results, shopping, FAQs, job listings, and more. **SEO is important because it influences what search engines surface for all of these results and features.**

What SEO *doesn't* influence is any SERP component that has been paid for by an advertiser. Paid search engine results can include ads stemming from the Google Ads program, like this example with its “sponsored” label:

And local business lead generation ads stemming from Google’s Local Services Ads program which are returned for some queries:

Any time a result is labeled “sponsored”, you’ll know it is a paid ad placement and not influenced by your SEO efforts, but nearly all of the other types of results search engines display are highly impacted by your optimization strategy.

Finally, it’s important to know that both Google and Bing are currently in the early stages of offering Artificial Intelligence-based content to searchers, as explored by Tom Capper on the Moz Blog. The degree to which AI content can be impacted by SEO is, as yet, unknown. For example, it’s clear that SEO is having some impact on Google’s Search Generative Experience (SGE) experiments because the content found in traditional local packs is being used to some extent in SGE responses to local queries, like this:

What is less clear at this time is any precise strategy for seeking inclusion in offerings like Google’s Bard or New Bing chat. Over time, if these products become popular with the public, part of the work of an SEO will be studying AI results and identifying methods for building a presence within these novel formats and likely also competing against them for visibility in the evolving SERPs.

### **17.11.3 Main goals of SEO :**

While every SEO campaign can have unique goals, most online publishers are united in wanting to achieve some or all of the five following results from their investment in optimization:

#### **1. More visibility in the SERPs**

The majority of Google users stay within the first page of Google’s results to find an answer to their query and 75% will click on either the first or second result on the page. Because of this behavior, one major goal of SEO is to rank more highly in the results for more searches. The more visible your content is, the better its chances of being found and chosen by the public.

At this stage in your learning it’s important for you to know that website owners shouldn’t pursue the myth of #1 search engine rankings, because entities like Google will show different results to different users based on the location of their devices and even minor differences in the language of their queries. A better goal than being #1 is to be highly visible to your focus audience for your most important searches across multiple SERP styles and features.

#### **2. More traffic to your website and other assets**

When searchers reach your site via clicking on the organic SERPs, this is known as “traffic”. Whether the click-thru-rate (CTR) to your website pages from the SERPs impacts organic rankings in Google is a matter of ongoing controversy and debate in the SEO industry. Bing confirms that they use both CTR and bounce rate (how quickly people leave your web page after landing on it) as ranking factors. But though the precise details of search engine algorithms remain secret, it stands to reason that a goal of SEO work is to bring more traffic from the SERPs to your online assets.

### **3. Better quality traffic to your website and other assets**

While winning a slew of traffic from the SERPs may, at first, sound like a dream come true to any site owner, it will typically only impact basic business goals if this traffic converts into sales or other key actions. For example, an independently-owned doughnut shop in San Francisco might achieve first page rankings in Google for sourdough doughnuts. It might go viral on social media for a funny or unusual marketing campaign and make it into mainstream news. It might receive national or even international traffic from these rankings and efforts, but when its product is only actually available to be purchased by customers in its city, most of this traffic will not convert to sales and may be only nominally supportive of the viability of the company.

Because of this, a better goal than hoping for lots of traffic to your digital assets is to use SEO to strategize on how to win the most qualified traffic for what you offer, because this will typically have the highest conversion rate. High quality organic traffic depends on search engines determining that your content is highly relevant for the queries you discover are most likely to result in conversions, whether your conversions are defined as sales, filling out forms, phone calls, leads, or even just customers spending more time on your website. You can access further learning on measuring traffic quality in this blog post tutorial by Adriana Stern.

### **4. Greater intelligibility to the public**

One of the best things you can do in learning about SEO is to understand it as a form of customer service. Google rewards content that is useful to the public. In fact, their 2022 Helpful Content algorithm update largely focused on how they reward sites that make a habit of publishing content that is of true use to searchers. For decades, Google has urged site owners to create content for people rather than for search engines.

SEO can help your site be more intelligible, discoverable, and usable to its potential visitors. Optimization influences both what your content looks like when shown within the SERPs and what your content looks and behaves like when searchers click through to your digital assets. Providing good service and a great user experience to the public is one of the most practical reasons to invest in SEO.

### **5. Greater intelligibility to search engines**

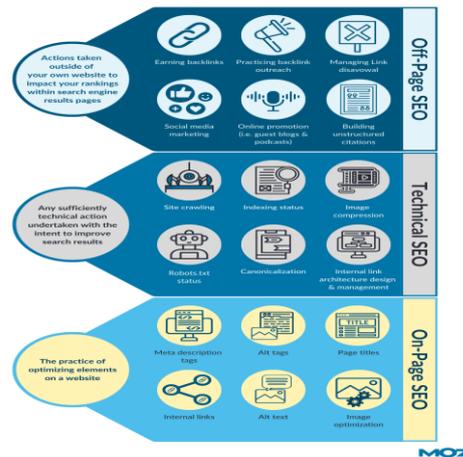
In order for search engines to feature and reward your content so that you can earn the visibility, traffic, and conversions you need, your website and other assets need to be intelligible to the crawlers/spiders/bots that entities like Google and Bing use to crawl and index digital content. This is achieved by multiple SEO efforts that can be broken down into:

- On-page SEO, which chiefly consists of how you optimize specific elements of a website page so that its contents are relevance are clear
- Technical SEO, which chiefly consists of managing the technical backend of your website so that it can be effectively crawled, indexed, and understood by search engines.
- Off-page SEO, which chiefly consists of how you earn links, citations, notice, and press from third parties, thereby building up the authority of your digital assets

Taken altogether, these three areas of SEO work to ensure that search engines can match your content to their perceived intent of searchers' queries. The better search engines can understand your content, the better your chances of achieving high, broad, and highly-converting rankings. We'll look into each of these three concepts more deeply next.

Together they combine to create a solid foundation to enable you to reach your target

Which SEO factors influence search engines?



audience.

### 17.11.3.1 On-page SEO :

Investing in SEO includes engaging in customer research, market research, and keyword research so that your content reflects the language real people use to search for whatever your website offers. The findings of your research can then be incorporated into your optimization of multiple elements of your website and its pages, including but not limited to:

- Domain names
- Page URLs
- Page titles
- Headers
- Alt text
- Images
- Videos
- Navigational
- Meta description tags
- Internal links
- Sitemaps
- The main body text of each page

### 17.11.3.2 Technical SEO :

To ensure that your website can be properly indexed and crawled by search engines and properly used by people, technical SEO includes, but is not limited to, management of all of the following elements:

- Analytics setup
- Site crawling
- Indexing status
- Robots.txt status
- Canonicalization
- Internal link architecture design and management

- Coding
- Mobile-friendliness
- Cross browser rendering
- Page status codes
- Image compression
- Core Web Vitals status
- Page load/speed optimization
- Structured data
- JavaScript frameworks/rendering/pre-rendering
- Hreflang
- De-indexing
- Migrations

For a complete tutorial on technical SEO, read: [The Professional's Guide to SEO](#) and you'll also enjoy this popular [Web Developer's SEO Cheat Sheet](#).

### 17.11.3.3 Off-page SEO :

To ensure that your digital assets achieve maximum visibility in the search engines, meet your goals for relevant traffic, and deliver the conversions you seek, off-page SEO can basically be defined as a practice for bringing attention to your content. Your options for pursuing this include, but aren't limited to:

- Earning links and citations from high quality third-party sites via the merit of your content
- Managing link disavowal
- Proactively building links and citations from high quality third-party sites via outreach to those publications
- Engaging in a variety of forms of online promotion, including social media marketing, being featured as a guest on third-party blogs, podcasts, and vlogs
- Traditional PR, including writing press releases and building relationships with influencers
- For local businesses, creating local business profiles and building local unstructured citations

For a complete tutorial on off-page SEO, read: [Off-Page SEO](#) and if you are optimizing a local business website, read [The Essential Local SEO Strategy Guide](#).

All of the above factors combine to influence how search engines understand and rank your website pages.

Over the past few decades, SEO professionals have made many ongoing efforts to identify as many of Google's proprietary organic rankings factors as possible, and to attempt to organize them in the order by which they appear to influence rankings. The same has been done for search engines like Bing, and for some years, Moz conducted a major organic ranking factors survey as well as a local search ranking factors survey. A list of such factors could include, but not be limited to:

- On-page factors
- User behavior factors
- Link factors
- Core update factors
- Local guidelines factors
- Spam factors

**Moz Academy :**

For those serious about investing in their SEO education, Moz Academy offers an extensive catalog of on-demand coursework, led by expert instructors and designed with hands-on learning in mind. In addition to a variety of courses for all skill levels, we offer the opportunity to earn valuable industry credentials with our world-class certifications in SEO Essentials and Technical SEO.

**How-To Guides :**

Written and compiled by the top experts in the industry, our SEO guides on everything from auditing your site for technical success to hiring the best SEO managers are organized by skill level and available for free.

**The Moz Blog :**

Long regarded as one of the most valuable places on the internet for SEO information, the Moz Blog is easy to explore by category and includes contributions from experts across the industry. The blog houses our popular Whiteboard Friday series as well as valuable updates several times per week on all areas of SEO.

**On-Demand Webinars :**

Our webinar series includes talks on the latest innovations in search marketing, hosted by Moz's team of subject matter experts. It's the marketing conference experience on-demand. SEM and SEO are two closely related disciplines that can help you improve your brand's visibility in search engine result pages. There are ways to use SEM to improve your SEO efforts. For instance, the data collected from your SEM campaigns to rank keywords.

**17.10 SUMMARY :**

Web marketing is the process of marketing your business online, and it's a cost-effective way to reach people who are most interested in your business. There are numerous strategies that are a part of web marketing, which we'll discuss in detail later. These strategies, from search engine marketing to content marketing, help you promote your business.

Web marketing creates the opportunity for your business to share your message to everyone on the web, including with potential customers. You get your business in front of people who are looking for your products or services. It's an efficient way to increase your online presence, plus market your business to the right people.

**17.11 SELF-ASSESSMENT QUESTIONS :**

1. Discuss the importance of digital marketing ?
2. What are the difference between SEO and SEM ?
3. Write in Detail about SEM operational ?

**17.12 SUGGESTED READINGS :**

1. Cowell Andy : Digital Convergence, Firewall, zoom
2. Sunil Saina : Web journalism2.0, Tata Mcgraw Hill, New Delhi
3. Interrelate Journalism : Hacker, Data and Code : Nikki usher.

## LESSON - 18

# FUTURE OF NEW MEDIA

### AIMS AND OBJECTIVES :

Aims and objectives of this topic are

- to provide students with the knowledge and skills
- to navigate the future of new media confidently
- to critically analyze digital trends, become proficient in multimedia storytelling, and cultivate a strong sense of digital ethics
- to provide global landscape of digital communication

### STRUCTURE :

- 18.1 Introduction
- 18.2 Growth
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### 18.1 INTRODUCTION :

The mainstream introduction of the internet in the early 1990s brought new and exciting communication methods, including digital media channels that allow users to share messages more quickly and across greater distances. These advances in technology paved the way for digital media to have a major influence on how businesses and brands create relationships with their customers. They have also impacted traditional communication professions. The result is new job titles and a new landscape for what communication looks like. The future of media is continuing to turn to digital advances for entertainment, news, and business, which translates to major opportunities for businesses. In an age where media influences every facet of our lives, understanding the trajectory of new media is essential. Whether you aspire to be

a content creator, a digital strategist, or a responsible consumer of online information, The future promises to be an exciting and enlightening journey into the digital frontier.

The features of new media collectively describe the distinctive attributes and characteristics that set digital communication and technology apart from traditional forms of media. These features highlight the transformative nature of new media in the modern age. The future of digital media will evolve as new tools emerge, consumers make new demands, and the quality and accessibility of the technologies improve. The rise of mobile video, virtual reality (VR), augmented reality (AR), and the more refined use of data analytics will all influence the future of digital media.

## **18.2 GROWTH :**

According to the Pew Research Center, the digital media industry continues to grow, with about 86% of American adults consuming some of their news online. As the audience for online media grows, so do the number of platforms. For businesses, maintaining an online presence that allows them to effectively communicate with their audience is critical. As specialists who have earned a communication degree look to the future, there are key areas of growth that are likely to shape the communication careers of the future. Social media managers, digital media managers, content strategists, and communication specialists often focus on executing communication strategies through digital means including social media messages, blog posts, landing pages, video, and more.

### **Future Media Concepts :**

Driving the Job Market Digital media dominates how people receive and share information. As such, key influences are taking shapes that are likely to impact the future of the field. Innovation is the new norm when it comes to media, and that trend isn't likely to change as we look to future media concepts. Social media, digital advertising, and increased access to the internet through various devices have all shaped trends in media. The future of digital media will evolve as new tools emerge, consumers make new demands, and the quality and accessibility of the technologies improve. The rise of mobile video, virtual reality (VR), augmented reality (AR), and the more refined use of data analytics will all influence the future of digital media.

## **18.3 PREDICTIONS FOR THE FUTURE :**

Jonah Peretti predicts the future of digital media, including a return to news homepages, a focus on entertainment, partnerships between creators and media companies, the importance of AI, and the rise of cultural moments in advertising. Almost everyone agrees that we are at the end of an era for Traditional media, with many of the biggest digital media companies being forced to adapt to a new world.

### **Here are a few predictions**

#### **18.3.1 The Return of News Homepages :**

The vast majority of people will increasingly want social media platforms to provide an escape where they can find entertainment, joy, and fun. Audience will still want news and they just don't want it to ruin the fun when they are escaping into entertainment. This will drive a return to the editorially curated news homepage like HuffPost, Drudge, and CNN.com. In fact recently HuffPost hit 16 million pageviews – a record high since joining

BuzzFeed, Inc. — a sign this prediction is already coming true. The idea that news orgs should “find people where they are” will fall out of favor. Audience will take more control of when, how, and whether they consume news.

### **18.3.2 Entertainment Wins The Internet :**

The flip side of the first prediction is that the internet and social platforms will become fun again, the fights and toxicity and culture wars will move to fragmented silos, and popular entertainment will reign. The biggest platforms will increasingly be defined by how much fun they provide their users. As a result, the only profitable, sustainable content businesses that can be built on top of the big platforms will be focused on entertainment. This is why we are doubling down on entertainment to focus the BuzzFeed brand on making the internet more fun. BuzzFeed entertainment has more than double the audience of Vice and Vox and almost 10 times the audience of BuzzFeed News, which only represented about 5% of our total audience. Audience loves entertainment and media can operate profitably by covering trends, making shopping more playful, creating new interactive AI formats, and helping creators connect with audience.

### **18.3.3 Creators Alliances :**

In future creators and media companies will join forces to win on the big platforms and get dollars from the biggest advertisers. Creators on their own get burnt out, lack community, and don't have a way to establish their trustworthiness and relevance. The next few years will be defined by creators partnering with the best media brands for credibility, community, and cash. a Tasty is leading this transformation in how media is made and distributed, giving conviction to extend this model to more brands. Creators represent 70% of Tasty content, generate 6x the views per video, and more than 1B views on Instagram alone. The results are amazing for everyone when creators and media companies work together, develop IP together, collaborate on new formats and frames, and jointly brainstorm with analytics from the larger BuzzFeed Inc media network.

### **18.3.4 AIs domination :**

Generative AI will dilute the majority of static content in the near future. Audience will begin to expect all content to be personalized, interactive, dynamic, with embedded intelligence. Formats that were developed before the AI-revolution, and many of the formats and conventions of the media industry will need to be updated and adapted, or begin to feel stale and outdated. This is why companies were investing in AI-powered content and launching new formats like Infinity Quizzes and Chatbot games. AI-powered, chatbot and static quizzes would be common.

### **18.3.5 Cultural Moments :**

The digital ecosystem will be dominated by cultural moments and a much higher percentage of advertising budgets will flow toward cultural relevance tied to big moments. Marketers need moments in order to effectively reach their target audiences and define their brands, but in a digital ecosystem, it is difficult to plan for them. If they can adapt, known brands with big audiences will benefit most if and when these predictions come true. The era of easy growth for media startups is visible. It is harder to build new brands and audiences as media fragments, news becomes more siloed, creators define the voice of media companies, and AI leads to a proliferation of new personalized media formats. Established brands like with real scale, can benefit from the shift to creators and AI-powered media. Creators want to

align with our brands and audiences trust us to introduce them to new AI-powered content formats. This is why I'm so fired up and the team is so excited about building for this next era of the internet. A huge new wave is coming, and with brands like BuzzFeed, Complex, Tasty, HuffPost, and Hot Ones.

#### **18.4 THE FUTURE OF SOCIAL MEDIA :**

Living in a world that continues to be deeply transformed by tech has many social and political implications. *The rapid and relentless changes leave us questioning the future of our collective lives through the mirror of a smart phone or a flat screen.*

The future of social media holds by looking at these important aspects:

1. Edutainment to continue
2. AR Will Become More Mainstream
3. Mobile-First Social Media Content
4. Personalized Content Will Become the Norm
5. Social Media Will Be Integrated Into Every Aspect of Our Lives
6. The Beginning of Social Media Platforms
7. How Social Media Impacts our Lives

An old past that no longer served us has made way for new engaging features, personalized algorithms, and predictive digital tools. With the largest age group of social media users being represented by individuals between 10- and 36-year olds, social media speaks to 3 generations of digital natives: Millennials, Gen Zs and Alphas.

Social media is no longer a tool for entertainment. Instead, for some users, social media is their go-to place to get informed about news, and events, keep up with loved ones, find new jobs, do online shopping, or even learn new skills. Today, SM influences our social behavior, our forms of communication and expression as well as the sharing of ideas, thoughts, and information.

##### **18.4.1 Edutainment to continue :**

“Edutainment is short-form, quick, playful video that you may see on Instagram Reels, TikTok, and/or YouTube shorts. It's quick, fun, and entertaining. Why is this important? We do business with people we know, like, trust, and relate to and this type of content really helps people to get to know us, expand our sphere and have FUN with our content!”

##### **18.4.2 Continued Investment in VR and AR :**

“AR being augmented reality and VR being Virtual Reality millions of people have already used AR every day for years and may have not even realized it. If you've used Snapchat filters and Instagram filters that project things in the photo or video or make things look like they're really there, you've used AR. But the applications of AR on social media are not limited just to photo filters to post fun posts and stories brands can also leverage augmented reality to provide better shopping experiences to their customers.

Through specific software and hardware, VR recreates environments, while AR enhances physical images. These two industries, which have grown up side-by-side, have gained new emphasis in recent years, and each is growing quickly. According to market research provider Research and Markets, the global VR and AR market is projected to grow

to \$1.3 trillion by 2030 (from \$37 billion in 2019). Many experts envision these technologies will allow customers to have immersive experiences with products before they buy them, helping convert ad dollars to actual customer purchases. These technologies can also help print media integrate with digital, and use real-time data to deliver powerful, personalized experiences to customers.

The realms of virtual reality (VR) and augmented reality (AR) have emerged as groundbreaking technologies that continue to captivate industries, businesses, and consumers alike. The sustained and growing investment in VR and AR is a testament to their transformative potential and their ability to reshape various aspects of our lives.

- ❖ ***Enhancing User Experiences:*** VR and AR are unlocking new dimensions in user experiences. In VR, users are transported to immersive digital worlds, whether for gaming, simulations, or virtual tourism. AR overlays digital information onto the real world, enriching daily life with interactive data and contextual insights. Investment in these technologies aims to create more captivating and seamless user experiences.
- ❖ ***Business and Education:*** VR and AR are revolutionizing industries such as education and training. Businesses are harnessing VR for employee onboarding, skills development, and product design, while educational institutions are adopting AR for interactive learning experiences. The investment in these technologies facilitates more efficient and effective training and education methods.
- ❖ ***Healthcare Advancements:*** In the healthcare sector, VR and AR are making significant strides. Surgeons are using AR for guidance during complex procedures, while VR is being employed in pain management, physical therapy, and exposure therapy for mental health treatments. The investments in these applications have the potential to revolutionize healthcare delivery.
- ❖ ***Entertainment and Gaming:*** The entertainment and gaming industries have embraced VR and AR to transport users to entirely new realms of immersion. Investment in content development, interactive storytelling, and gaming experiences is expanding, creating a wealth of entertainment options and opening up innovative revenue streams.
- ❖ ***Retail and Marketing:*** Retailers are using AR to enhance the shopping experience, allowing customers to virtually try on clothing or visualize products in their own homes. Marketing campaigns are leveraging AR to create interactive and engaging ad content. Investment in these technologies is enabling more personalized and interactive customer interactions.
- ❖ ***Future Innovations:*** As technology evolves, so do the possibilities of VR and AR. With ongoing investment, we can anticipate advancements such as lighter and more comfortable headsets, improved graphics and interactivity, and expanded use cases that have yet to be imagined.
- ❖ ***Social and Collaborative VR:*** The social aspect of VR is gaining momentum, with platforms allowing users to meet, interact, and collaborate in virtual spaces. Investment in social VR is redefining online interactions, bringing people together in immersive, shared environments.
- ❖ The continued investment in VR and AR underscores their potential to revolutionize numerous aspects of our lives. From entertainment and education to healthcare and business, these technologies offer unprecedented possibilities for enhancing experiences and pushing the boundaries of what is achievable. As the technology and content continue to mature, VR and AR are set to become increasingly integrated into our daily routines, making them an exciting and dynamic field for investment and exploration.

### 18.4.3 Mobile-First Social Media Content :

“We are moving Instagram to a place where videos are a bigger part of the home experience. Where the content is more immersive, it takes up more of the screen. The future of video and photo is mobile-first. They are 9 by 16, they are immersive. One step on that path is a test where both photos and videos take up more of your screen. We are trying to figure out how to advance Instagram forward in a world where more and more people are going to be mobile-first.”

### 18.4.4 Personalized Content :

The most dramatic change by 2039 will not only be the amount of data that will be available to everyone but also the decision-making power of that data. With this much data, personalized content will become the norm.”

I love unfiltered feeds, but in the future, when the depth of data available meets the ability to make decisions based on that data, the result will be a very individualized and powerful experience.

“People will be able to get the content they want, at the time they want, from the people and brands they want, perhaps even on their projector watch or contact lens.”

### 18.4.5 Social media will be integrated :

The next 10 or 20 years will see people living alongside systems of almost unimaginable capacity, surrounded by increasingly integrated technology - in architecture, our appliances, clothes, and even our bodies - so that the distinction between reality and virtual reality will become far less meaningful. These changes, in combination with an increasingly quantified society, will take us into a very different stage of human politics.”

- ❖ ***The Rise of Social Movements:*** Social media is increasingly among the most important tools for social activists and everyday citizens to spread the word about important issues and persuade others to join their cause. The Black Lives Matter movement, for example, dominated social media for much of the summer of 2020. These activists and consumers, particularly younger ones, often expect the businesses they patronize to be part of the conversation.
- ❖ ***Social Media Scrutiny:*** Momentum has been building for holding Facebook, Twitter, and other social media organizations accountable for some of the content that is disseminated through their platforms. In 2020, that momentum reached critical mass. Going forward, these companies will likely need to implement stricter internal regulations on content or deal with government regulations.
- ❖ ***The Power of Influencers:*** Social media influencers often have tens of thousands, if not hundreds of thousands, of followers. Perhaps not surprisingly, a recent study by marketing agency Amra& Elma found that pandemic-related spikes in social media usage led to an increase in influencer engagement. According to its findings, at the start of the pandemic, influencers experienced a 67% jump in likes and a 51% jump in comments.

### 18.4.6 The Beginning of Social Media Platforms :

Although the idea was revolutionary for its time, in 2000 the platform was sold because it was considered non-sustainable since not enough people had access to the internet. Today, the website is still active, being an exclusive invite-only social network.

- In early **2000s** when MySpace, Friendster, Flickr, YouTube, Twitter, Facebook, and LinkedIn were in their infant stages.

*Surprisingly, many social media websites were created as dating sites. Platforms like Hot or Not, Friendster, Facemash, and even YouTube tried to attract young people in the digital courtship game. Some of them made it, while some of them found another purpose in the virtual world.*

Besides the huge success that Myspace and Flickr had, there were two other websites that caught the eye of youngsters.

- Facebook and Twitter both were launched in **2006**, they quickly became a media trend with their original, different approach to information sharing and visual content. **2006** was also the year LinkedIn started to turn a profit, 3 years after its launch. Its business-oriented approach, alongside its job-oriented user profiles, innovated the media marketing and social strategies of any social media marketer who wanted to be in the know.

*The terms “social media manager”, “social media trends”, “social media presence”, “digital insights” or “social media influencers” had their birth right then and there.*

The year 2007 is the start of the age of micro-blogging. Tumblr takes the world by storm with its “Twitter meets YouTube and Word Press” approach. That same year was the year that the mighty hashtag makes its first appearance on the already popular social media website- Twitter.

- Coming to **2010**, the world witnessed the birth of a new universal digital language - the Emoji. We could not stop using the “Face with Tears” (a.k.a. the laugh-cry emoji) and some of us continue to over-use it to this day.
- 2010 marked introducing Instagram - the photo-sharing app that won the game with its vintage, polaroid feel and its cool vibes; and in comes Pinterest - the reason so many of us are able to hoard our future plans and house designs in one common virtual place. One year later, Snapchat arises and pulls a disappearing act by introducing a new way of sharing content- the vanishing stories. From stories to filters, Snapchat continues to be a source of inspiration for big tech social media companies.

The history of social media platforms does not end here but continues to evolve as the years pass by. Innovative features like reels, live streams, augmented reality, or even mixed reality social media channels. On the other hand, some aspects of the social media strategy as we know it, may as well never change. The community-based features, the value of user-generated content, or the captivating aspects of video content of any social platform represent the foundation of every successful social app. Additionally, social media platforms can hold almost as much information as search engines do especially about their users. This is why it is very important to acknowledge the massive impact that these social media sites have on our lives.

### 18.4.7 Social Media and its Impact :

Social media impacts the communication between people from all around the globe. Communication on social media has influenced real-world actions and decisions, experiences, and perceptions.

There are many aspects of our lives that are influenced by the use of media channels:

- Social media and relationships influences the way we view the world around us, and even our self-esteem. This can influence our way of thinking, our needs, and the way we make decisions compared with others who did the same or something else in that particular situation.
- The users are either receptive or picky, the marketers have to check their social media benchmarks and try to stay on top of their social strategies, while the content creators ride the subtle wave of social media trends. This is why marketers are focusing more and more on public relations, social commerce, and influencer marketing.
- It is no secret that 2022 was the year of digital transformation, in which every social media app started focusing more on video marketing, integrated technology, and augmented reality features.
- Predictions on the future of social media have a strong common ground: catchy, immersive content. Diversity, equity, and empathy will become some of the most sought-after digital marketing values.
- Additionally, personalized experienced enhanced by VR and AR are only to be expected in the near future.

### 18.5 THE FOCUS :

Tools like Brand Mentions aid brands with their market research but also enable content creators to create relevant content for their target audience on popular social media sites. The future of social media might as well be an episode of Inspector Gadget since the primal focus will be mobile devices; marketing platforms will find their way to insert themselves into our everyday lives, and the social media landscape will hardly be differentiated from the real world as we know it, due to the rise of holographic and virtual reality. Fake news will be hunted down by social media censorship and social video will be personalized to every detail possible.

***Future Media Concepts Driving the Job Market:*** Digital media dominate shows Americans receive and share information. As such, there are key influences taking shape that are likely to impact the future of the field. Innovation is the new norm when it comes to media, and that trend isn't likely to change as we look to future media concepts. Social media, digital advertising, and increased access to the internet through various devices have all shaped trends in media.

Digital media continues to evolve as new tools emerge, consumers make new demands, and the quality and accessibility of the technologies improve. The rise of mobile video, virtual reality (VR), augmented reality (AR), and the more refined use of data analytics will all influence the future of digital media.

***Mobile Video Marketing:*** According to a report by Multichannel News, by 2025 half of those under the age of 32 who watch television will not subscribe to a traditional cable TV service, preferring streaming services like Netflix and Hulu. Already, 6 out of 10 consumers prefer to watch online video platforms over traditional television, and many of those consumers are using their mobile devices to do so. This indicates that the future of media, particularly video, requires a mobile-first strategy. This goes beyond advertising on popular streaming channels and requires businesses to evaluate *how* they appear in the marketplace. With videos now accessed across platforms, having mobile friendly, accessible video content is key. Mobile internet usage surpassed desktop in 2016 and has continued every year since. This is good news for marketers since Google stats indicate that YouTube mobile users are two times more likely to pay close attention while watching YouTube on their mobile phones compared to television viewers

***Data Analytics and Public Relations:*** Public relations has got into the big data action and has incorporated insights gleaned from such data to improve PR tactics. Analytics from online advertising measure more than the success of a specific advertising campaign. They can also detect shifts in the campaign. Data collected can help marketers refine the ad's message, determine which channels to use, and gain insight into who exactly is listening. Through data analysis, professionals in PR are creating more effective outreach campaigns. The large amounts of data available today allow communication experts to predict news cycles and interest, discover which outlets cover their industry most, and uncover potential relationships with media channels, other organizations, and influencers. While some of the metrics associated with public relations may seem intangible, data is giving shape to the future of media concepts in PR through its ability to make sense of all the noise.

***Continued Investment in VR and AR:*** Through specific software and hardware, VR recreates environments, while AR enhances physical images. These two industries, which have grown up side by side, are seeing new emphasis placed on them in recent years, and each is growing quickly. The virtual reality industry in the U.S. alone will likely grow to about \$19 billion by 2020 (from \$2.2 billion in 2017), according to accumulated statistics from Statista. Revenue from AR, a more accessible platform, will likely grow three times as much as VR. Many experts envision these technologies will allow customers to have immersive experiences with their products before they buy them, helping to convert ad dollars to actual customers. These technologies can also help print media integrate with digital, and use real-time data to deliver powerful, personalized experiences to customers.

***Preparing for the Future of Digital Media:*** As students and current industry professionals consider the future of media, it's clear that mobile video marketing can provide big rewards, the study of data will provide key insights and make business more competitive, and the continued exploration of emerging technologies like VR and AR could yield huge returns.

As you consider your own future in media, discover how an online communication degree can prepare you for the exciting innovations to come in the world of media. With an increasing need for digitally inclined professionals, an understanding of emerging and social media platforms, data analytics, visual communication and content creation are typical in the study of communication.

These trends mark a shift in how we consume media and how companies interact with consumers. If you're excited by the prospect of leveraging new, cutting-edge technology to reach a young, tech-savvy audience, consider an online degree in communication from Maryville University. You'll emerge prepared for the modern world of marketing and ready to make an impact.

## **18.6 SUMMARY :**

The future of social media might as well be an episode of Inspector Gadget since the primal focus will be mobile devices; marketing platforms will find their way to insert themselves into our everyday lives, and the social media landscape will hardly be differentiated from the real world as we know it, due to the rise of holographic and virtual reality. Fake news will be hunted down by social media censorship and social video will be personalized to every detail possible.

**18.7 SELF-ASSESSMENT QUESTIONS :**

1. What distinguishes new media from traditional forms of media, and how do these differences impact communication and user engagement?
2. Discuss the convergence of technologies and platforms in new media. How has this convergence affected the way people use digital devices and access content?
3. Explain the role of data and analytics in new media and how organizations leverage data-driven insights for content creation and marketing strategies.
4. Explore the concept of virtual and augmented reality in new media. Provide examples of how these technologies have been applied to create immersive digital experiences.
5. How does e-commerce integration within new media platforms simplify online shopping and transactions for users? Can you think of any e-commerce trends that have emerged due to new media?
6. Discuss the impact of social networking on new media and how these platforms have reshaped social interactions, information dissemination, and personal branding
7. Provide examples of real-time communication in new media and discuss how this feature has influenced the way people interact and stay informed.

**18.8 SUGGESTED READINGS :**

1. The Elements of User Experience: User-Centered Design for the Web and Beyond: Jesse James Garrett
2. The Digital Transformation Playbook: Rethink Your Business for the Digital Age: David L. Rogers
3. Pew Research Center, Digital News Fact Sheet
4. Pew Research Center, “Key Trends in Social and Digital News Media”
5. Statista, Augmented Reality (AR) Statistics and Facts
6. Statista, Virtual Reality (VR) Statistics and Facts

**MA (Journalism and Mass Communication)**

**Semester IV, Paper - 4**

**NEW MEDIA**

**Total marks: 5x14= 70**

**Answer all the questions**

1. Write about the scope of new media in the contemporary society.

Or

What is the relevance of new media formats of today? Discuss with examples.

2. Differentiate between networks of LAN and WAN

Or

Discuss the significance of Multimedia in mass communication.

3. What is a Visual design? Elaborate with the examples.

Or

Aesthetics is very important for effectiveness in new media content presentation.  
Discuss

4. Writing for online media is different from conventional media. Elaborate

Or

E journalism is an innovative format of journalism. Explain its contribution to society.

5. Discuss the importance of Web design in new media. Explain basics of it.

Or

What is Web marketing? How does it offer services to the industry?