SYLLABUS
BAJMC – III YEAR
SUBJECT – DIGITAL COMMUNICATION

UNIT – I	Introduction to New Media history and generation of computers. Definition and Advantages of New Media. Characteristics and Technologies of New Media. New Media as a medium of Journalism and Communication. Websites of major International/National/Regional Newspapers, Magazines and Channels.
UNIT – II	Introduction to Online Journalism - Communication Technology. Definition and Characteristics of Online Journalism. Blogs, Blogosphere, Video Blogging. Websites, Pod cast. Features of Online Journalism- Hypertext, Multimedia.
UNIT – III	Online Reporting and Editing- Language and Style of Online Journalism, Writing for the Web. Tools for News gathering. Dos and Don'ts of Internet Reporting. Editing Requirements - Content, Layout, Clarity, Style and Conciseness
UNIT – IV	Ethics in Online Journalism-On-line editions of newspapers - management and economics; cyber newspapers - creation, feed, marketing, revenue and expenditure, online editing e-publishing. Ethical issues in Online Journalism. Obscenity and Privacy. Copyright and Libel. Cyber Laws, Introduction to IT Act 2000
UNIT – V	Introduction to Web Site Designing- Web site Design Concepts. Graphic Design for the Web. Navigation and Site Design. Introduction to Web Site Publishing. Web vs print - a comparison; advertising, copy creation and feedback on the Net, profiling the

	reader, content generation and research: design of contents.	

UNIT 1

Digital Communication

New media are communication technologies that enable or enhance interaction between users as well as interaction between users and content.[1] In the middle of the 1990s, the phrase "new media" became widely used as part of a sales pitch for the influx of interactive CD-ROMs for entertainment and education. The new media technologies, sometimes known as Web 2.0, include a wide range of web-related communication tools such as blogs, wikis, online social networking, virtual worlds, and other social media platforms.[

The phrase "new media" refers to computational media that share material online and through computers. New media inspire new ways of thinking about older media. Media do not replace one another in a clear, linear succession, instead evolving in a more complicated network of interconnected feedback loops . What is different about new media is how they specifically refashion traditional media and how older media refashion themselves to meet the challenges of new media.

1. New media versus Cyber culture is the various social phenomena that are associated with the Internet and network communications (blogs, online multi-player gaming), whereas new media is concerned more with cultural objects and paradigms (digital to analog television)

2. New media as computer technology used as a distribution platform – New media are the cultural objects which use digital computer technology for distribution and exhibition. e.g. (at least for now) Internet, Web sites, computer multimedia, Blue Ray disks etc. The problem with

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this is that the definition must be revised every few years. The term "new media" will not be "new" anymore, as most forms of culture will be distributed through computers.

3. New media as digital data controlled by software – The language of new media is based on the assumption that, in fact, all cultural objects that rely on digital representation and computer-based delivery do share a number of common qualities. New media is reduced to digital data that can be manipulated by software as any other data. Now media operations can create several versions of the same object. An example is an image stored as matrix data which can be manipulated and altered according to the additional algorithms implemented, such as color inversion, gray-scaling, sharpening, rasterizing, etc.

4. New media as the mix between existing cultural conventions and the conventions of software – New media today can be understood as the mix between older cultural conventions for data representation, access, and manipulation and newer conventions of data representation, access, and manipulation. The "old" data are representations of visual reality and human experience, and the "new" data is numerical data. The computer is kept out of the key "creative" decisions, and is delegated to the position of a technician. e.g. In film, software is used in some areas of production, in others are created using computer animation.

5. New media as the aesthetics that accompanies the early stage of every new modern media and communication technology – While ideological tropes indeed seem to be reappearing rather regularly, many aesthetic strategies may reappear two or three times ... In order for this approach to be truly useful it would be insufficient to simply name the strategies and

tropes and to record the moments of their appearance; instead, we would have to develop a much more comprehensive analysis which would correlate the history of technology with social, political, and economical histories or the modern period.

6. New media as faster execution of algorithms previously executed manually or through other technologies – Computers are a huge speed-up of what were previously manual techniques. e.g. calculators. Dramatically speeding up the execution makes possible previously non-existent representational technique. This also makes possible of many new forms of media art such as interactive multimedia and video games. On one level, a modern digital computer is just a faster calculator; we should not ignore its other identity: that of a cybernetic control device.

7. New media as the encoding of modernist avant-garde; new media as meta media – Maniac declares that the 1920s are more relevant to new media than any other time period. Meta media coincides with postmodernism in that they both rework old work rather than create new work. New media avant-garde is about new ways of accessing and manipulating information (e.g. hypermedia, databases, search engines, etc.). Meta-media is an example of how quantity can change into quality as in new media technology and manipulation techniques can recode modernist aesthetics into a very different postmodern aesthetics.

8. New media as parallel articulation of similar ideas in post–World War II art and modern computing – Post-WWII art or "combinatory" involves creating images by systematically changing a single parameter. This leads to the creation of remarkably similar images and spatial structures.

This illustrates that algorithms, this essential part of new media, do not depend on technology, but can be executed by humans.

Internet as a medium of communication: history and evolution of internet:

Internet has revolutionized the communication world. It has fundamentally changed the way people learn, play, create and communicate.

Today it has become a part of our life. It is not just a technology, butan engine of social change, one that has modified work habits, education, social relations and maybe most important, our hopes and dreams.

The Internet scenario has undergone a transformation in the past few years. In 2015 it has reached 46.4% of the world population and 30% of Indian population. In 2010, it had penetrated 28.7 percent of the global population and only 8.5 percent of the Indian population (internet world stats, 2016) India is one of the fastest growing Internet markets in the word growing at 14% in 2014 (internet live stats, 2016).

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 too their 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. History of internet dates back to 1960s: The net is considered to bea

product of the cold war, it was built by the USA military to protect national security in the face of nuclear attack.

The Advanced Research Project Agency (ARPA) was a new Department started within the US Department of Defence and the ARPANET succeeded in creating the first effective long distance computer network.

1962: The RAND Corporation, USA, begins research into robust, distributed communication networks for military command and control.

1969: ARPANET connects first four universities in the US.

1972: The Inter Networking Working Group becomes the first of several standard setting entities to govern the growing network.

1973: The ARPANET goes International with connections to University College in London, England, and the Royal Radar Establishment in Norway.

1974: The first commercial version of ARPANET, The Telenet opened.

1983: TC/IP becomes the Universal language of the Internet. 1984: William Gibson coins the term —Cyberspace— in his novel —Neuromancer‖

1985: The World Wide Web is born. In the United States, delivery of news and other information to people with computers in their homes dates to the late 1970s and early 1980s, when a handful of media companies went public with their experiments in something called ‗videotex'.

Videotex involved sending information from a central computer to an individual terminal over telephone lines, and the key advantages over print that its supporters suggested will sound familiar: speed, selectivity, the ability to personalise information and the extent of available data.

Although similar systems in Europe were backed by national governments, notably departments providing mail and telephone services, those in the United States were developed by corporations.

About a dozen US newspapers also explored electronic transmission through a service called CompuServe. The available technology in the 1980s however was not quite up to the task that these pioneers envisioned. Although the Internet existed as a civilian technology, having split from its military origins in 1983, it was still a cumbersome text-based system used primarily by scientists and researchers and unknown to almost everyone else. Moreover, effective revenue models were elusive for videotext products' commercial backers, whose proprietary stand-alone networks were not connected to the fledgling Internet.

By the end of the decade, many of the early services had been abandoned and others had morphed into something quite different, generally with few if any ties to existing news organizations. There was an invention of a logical system for connecting something that existed in one place on the network to a different thing in a different place. In the late 1980s, Tim Berners Lee, working in a particle physics lab in CERN, Switzerland, developed three technical keystones for sharing information in something he dubbed the World Wide Web. There was a language for encoding documents (HTML), a system for linking one document to another (http, a protocol for exchanging data among computers) and a document-naming system (URL, or Universal Resource Locator) stemming from the World Wide Web.

A few years later, a group of undergraduate programmers working in a computer lab at the University of Illinois, built Mosaic, a geographical user

interface that let people simply click a mouse on a word or image to move from place to place. Mosaic was the first browser; its commercial incarnation.

Netscape Navigator opened the doors of the Web wide to the world in 1994. At the start of 1994, about twenty newspapers offered some sort of online product, mostly bulletin board services plus a handful of alliances with commercial online services such as Prodigy or America Online (AOL). By the end of that year, about a hundred online newspaper services was either operating or in development; the number climbed to about 300 by mid-1995-and kept going. Advertising quickly followed: the first banner ads appeared on hotwired.com, the site of Wired Magazine, in October 1994. Netscape was joined by Microsoft's Internet Explorer and then other Web Browsers, as well. The easier it became to use the Internet and the Web, the more people started getting information online; the more people went online, the greater the opportunity for media companies and marketers to reach them there. Today, around the world, there are thousands of media outlets, countless numbers of bloggers and other Citizen Journalists.

In addition to thousands of mainstream news sites, online journalism incorporates aggregator sites such as Yahoo! News; myriad sites about new media and the media in general, offering journalism; and an exploding number of —share and discussion sites‖ offering diverse opportunities for interpersonal connection. In India, internet was introduced in 1991 by the department of Electronics through the Educational and Research Network (ERNET). It was funded by United Nation Development Programme.

On August 15, 1995, Internet was offered to private individuals and organizations by Videsh Sanchar Nigam Limited and in 1999 it was liberalized.

Characteristics of new media

Significant attributes of the new media are interactivity, demassification and asynchronization. So it allows for more individualized communication. _First rule of journalism is show. Do not tell'. Online medium provides it.

Faceless community all over the world consume eagerly the service of this media. New media provide multifaceted facilities, along with certain characteristics. Immediacy Speed and immediacy are two greatest virtues of new media. With the help of a mouse click whole world comes before the person.

3G and 4G technologies now turn the entire scenario. Information superhighway is revolutionizing the world. The challenge facing online journalists is to balance the legitimate desires of the online audience for breaking news reports with the professional's tradition of fairness, completeness, balance and accuracy. Interactivity New media is known for its ability to involve the audience. This is known as interactivity.

Hence, we can say that compared to other media forms, new media has the most evolved feedback system in place. Digital media offer us a significant increase in our opportunity to manipulate and intervene in media.

These multiple opportunities are often referred to as the interactive potential of new media. Interactivity is understood as one of the key _value added' characteristics of new media as it offers opportunities for making connections between individuals, within organisations and individuals and organisations.

Much of this connectivity will be of the registration interactivity mode defined above where individuals add to, change, or synthesise the texts received from others. However, when email and chat sites are considered from the point of view of human communication, ideas about the degree of reciprocity between participants in an exchange are brought into play.

So, from Communication studies point of view, degrees of interactivity are further broken down on the basis of the kinds of communication that occur within computer mediated communication (CMC). Universality Web Journalism is a global media. It is not limited by time and space .New media is a platform which connects the whole world. New media provide multifaceted facilities.

News about every incident happen anywhere is reachable to any other extent within a few minutes. Internet and World Wide Web point out another era of journalism.

The wire services were primary link into the outside world. They provide a world view solidly within the social constructs of journalism. Online communication is an opportunity to communicate, learn, share, buy and sell. It is user controlled highly user controlled and essentially egalitarian.

Hypertext

The prefix ‗hyper' is derived from a Greek word which has the meaning of ‗Above, beyond, or outside'. Hence hypertext has come to describe a text which provides a network of links to other texts that are ‗outside, above, and beyond' itself. It can be defined as a work which is made up from discrete units of material in which each one carries a number of pathways too their units. The

work is a web of connection which the user explores using the navigational aids of the interface design.

Each discrete _node' in the web has a number of entrances and exits or links. Common, hypertext media are called non-linear media. Implications are that

(a) one need not read documents in a prescribed order;

(b) authors, styles and permissible rules of content may vary as one reads linked documents;

(c) responsibility and control is diffused-as is ownership of the resulting content;

(d) form and structure is easily changed, composed on demand for individuals Multimedia Online platforms have a greater advantage over other media and that is Multimedia facilities.

Whenever stories are supported by cartoons, moving pictures, sound and music, it is called multimedia. The word Convergence means —come towards each other and meet at a point‖. So media convergence is, computer and telecommunication technologies used in the multimedia systems for the transfer and exchange of information, data, graphics and sound. E.g. watch video and films on the computer, Read a newspaper on the net.

New Media aesthetics

Content News in the web is displayed in a particular way. They will be short. Quality online content is timely, informative, entertaining, clear, concise, accurate, balanced and fair. Above all, online content must be conversational. The content should be simple and informative.

Creating, compelling, engaging, interesting and entertaining copy is critical when writing news online. Audio, video, photos, graphics and the text itself must attract and hold readers. All of the bells and whistles of interactivity, movement sound and colour that can be found on many web sites go for naught if the copy falls flat. The intent and type of the content varies and they should be catchy.

Design The design of online media became simple and interactive nowadays. The design allows connection, discussion and impact on readers. Basically it is the design of web pages through which, audience has the option; what to view, hear and read. Visual logic should be incorporated with design. New media commonly exist in smart (computing) devices and networks.

As such, these systems can be instructed to customize, individualize information for each user. The idea of mass media is challenged in an environment where different messages are crafted for each member of an audience. Colours and Fonts Web pages have sound movements and interactivity.

Reading on a computer screen is difficult so it is necessary to make news presentation scan able, and by highlighting the key words or sentences by different colour or underline or by text font/variations. The three layers; spoken, written and image language together form single text in online platforms. Using light colours and simple and easily readable fonts still continues as a trend.

Templates

This is a busy world and the facility in online platforms help to save time for the users and it is known as template. A template is a file that serves as a starting

point for a new document. Templates can either come with a program or be created by the user.

Most major programs support templates, so if anyone is creating similar documents over and over again, it might be a good idea to save one of them as a template. Then they won't have to format their documents each time they want to make a new one. Just open the template and start from there.

Navigation Bars Navigation Bars are a set of buttons or images in a row or column that serves as a control point to link the user to sections on a Web site. The navigation bar may also be a single graphic image with multiple selections. A navigation bar (or navigation system) is a section of a graphical user interface intended to aid visitors in accessing information.

Navigation bars are implemented in file browsers, web browser sand as a design element of some web sites. Hyperlinks Hyperlinks are primarily used to initiate inter activity. Links are provided in between texts in blue colour or with underline.

For example, if the text says about the people who had miraculous escape from the collapsed WTC building, there will be link to the list of escaped people. A click on it will reach the web pages listing the names. From there anyone can click to the list of Indians or Keralites. Users can find out if somebody known to them is there or not. Sometimes the link can be given to other sites as well.

UNIT 2

Online journalism is simply a contemporary format of printed journalism distributed via the Internet. Since it has a different structure from the traditional one, it has its distinguished principles, features, and of course, its technological element. To make the best practices out of online journalism and reach your target audiences, you have to master its game rules. You also have to understand the behaviour and characteristics of online audiences and customize your content according to their attributes.

Online Journalism, the same as **conventional journalism**, has its unique characteristics. The main distinction of online journalism is being immediate and interactive, yet there are other features:

1- **Immediacy:** Online News is always immediate as events occur.

2- **Interactivity:** Online readers can interact with online content by commenting, reacting, or even sharing the content.

3- **Hyper textuality:** Online journalists could add hyperlinks that relate their content to other contexts.

4- **Multimediality:** Online journalists could attach images, videos, and **data visualization** to enrich their produced content.

5- **Shifted time:** Online content is always available. Even if the content is archived, readers can still access them at any time.

6- **Real-time:** Online news could be published in real time, and journalists could provide updated breaking news and events as they happen.

Principles: As online journalism has unique features that differentiate it from conventional one, it also has its own game rules which online journalists must follow to attract their target audience. Among these practices are:

1- **Interactivity**: A compelling online story must leave a space for readers to take control over time and space for content consumption. That is, to make the reader determine when and where to consume the content. E.g. Facebook, Instagram, Youtube. Additionally, Online journalism must allow audiences to engage with the content either by commenting, reacting, or exchanging it.

2- **Scanability:** People online don't read. They scan. So, to succeed in catching the online reader's attention and make them stop by to read your piece of content, published articles must use specific techniques.

- Unambiguous headlines

- Sub-headings

- Bullets or number lists

- Hyperlinks

- Highlighted words

3. **Brevity**: Since online audiences get bored quickly, and many are addicted to infinite scrolling, the soul of influential online journalism is brevity. And among brevity techniques are

- Writing Concise articles.

- Focusing on a single point in each paragraph.

Technology: Thanks to technology, that has given added value to online journalism and made it interactive. It also enabled online journalism to use various types of media content, E.g., texts, videos, images, audio, and data visualizations, not to mention that each media type has its typical usage and impact. Thus, journalists must know what kind of media works best for what type of content.

1- **Text stories**

- Analyzing complicated topics.

- Clarifying figures and facts that are difficult to understand.

- Provides background information and history of a subject from various perspectives.

2- **Photos**

- A well-captured moment photograph is a gateway to delivering human emotions, E.g., Fear and triumph.

- Convey ideas faster and easier.

3- **Videos**

- Stories involving action.

- Allow audiences to establish more connection with the story hero.

- Research has shown that people prefer video content over other media types.

4- **Data visualization**

- Sorting complex topics and figures using visuals and conveying them into catchy informative content.

- Make audiences easily extract valuable insights.

- Combines the effectiveness of engagement of photos, videos, and the detailed facts of texts to produce informative content.

- Allow decision-maker audiences to make fast, informed decisions.

Blogs: Blogosphere

A blog (short for weblog) is a personal online journal that is frequently updated and intended for general public consumption. Blogs are defined by their format: a series of entries posted to a single page in reverse-chronological order. Blogs generally represent the personality of the author or reflect the purpose of the Web site that hosts the blog.

Topics sometimes include brief philosophical musings, commentary on Internet and other social issues, and links to other sites the author favours, especially those that support a point being made on a post. Blogs represent a significant

shift in information flow, where information flows from many to many seamlessly.

It is a serious challenge to traditional journalism. Blogs do not have gatekeepers, so they are raw, honest, immediate passionate, opinionated and strike an emotional chord. At times they may not be credible as there are no gatekeepers.

It is professional journalism versus amateur journalism. Media has realised the growing power of blogs. So news websites now a days encourage blogging by their employees on their site. Many celebrities too have their own blogs. Blogs are on varied topics. They are easy to start but difficult to sustain.

comments, feeds, plug ins, widgets, themes, templates, trackbacks, pingbacks. The blogosphere is made up of all blogs and their interconnections. The term implies that blogs exist together as a connected community (or as a collection of connected communities) or as asocial networking service in which everyday authors can publish their opinions. Blogs can follow other blogs and repost portions of original posts or link out to original sources that prompted a post, such as news articles or product releases. Although bloggers can become influential and even profit from their posts, blogs are often maintained out of a desire to share thoughts with like-minded people rather than profit.

The blogosphere has become an invaluable source for citizen journalism–that is, real time reporting about events and conditions in local areas that large news agencies do not or cannot cover. Blogosphere is a term some writers have used to describe the grassroots and interactive journalism made possible by participants in blogs logs or journals maintained on the Internet) and the symbiotic relationship between bloggers and traditional journalists.

Vlog

A vlog (or video blog) is a blog that contains video content. The small, but growing, segment of the blogosphere devoted to vlogs is sometimes referred to as the vlogosphere. is a form of web television. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts. The vlog category is popular on YouTube.

Some bloggers have included video content for years. However, vlogging is becoming more common as equipment becomes cheaper and supporting software and hosting and aggregation sites become more prevalent. Both Yahoo and Google feature video sections and most MP3 players, such as iPod, support video. Anyone with access to a video-capable camera and a relatively recent computer with a high-speed connection can create a vlog and publish and distribute it online. The vlogosphere is a very democratic arena.

Unlike mainstream media, such as television or commercial Web sites, vlogs are not, for the most part, created to make money. As a result, vloggers are free to make their content about whatever they desire, no matter how controversial or esoteric the topic.

Vlogging gives average citizens an audience and a chance to make their voices heard. Vlogs are often distributed through Real Time feeds. Video content distributed in this way is sometimes called a vodcastor a vodcast.

Podcast

A podcast is an audio file that is automatically received from the internet and then synced to an MP3 player. The files are received by subscribing to what's

called a podcast feed. A podcast is a digital medium that consists of an episodic series of audio or digital radio, subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. A list of all the audio or video files associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs special client application software, known as a pod catcher, that can access this web feed, check it for updates, and download any new files in the series.

This process can be automated so that new files are downloaded. Files are stored locally on the user's computer or other device ready for offline use. Podcasting contrasts with webcasting (Internet streaming), which generally isn't designed for offline listening to user-selected content. There are now thousands of podcasts and the number is growing rapidly. Podcasters (as they are called) are not restricted by traditional broadcast formats and regulations. This allows for numerous subjects and formats.

UNIT 3

Online reporting: Language and style of Online Journalism

Online news is a perfect medium for reporting on developing and evolving issues and events. Among the advantages that online news writing enjoys over its competing media are the ability to update and freshen copy on a more-or-less continual basis; the opportunity to include audio, video, graphics and photos; the ability to go into greater depth and provide important background information associated with issues and events; and the ability to help readers gather information on their own by providing links to other websites, documents and databases.

Creating compelling, engaging, interesting and entertaining copy is critical when writing news online. Just as in the more traditional journalistic media, ownership, locale and audience characteristics play an important role in determining what style and tone the writing should take. Online news writing should be conversational. It should read much like copy used in radio and television news. It should be similar to how people write when they're chatting with family and friends online.

Strive for a —telling story‖ tone. Use simple, colourful words. Use words that paint clear mental pictures for readers. Avoid the stilted, formal, convoluted style of writing that sometimes can be found in the print media and in technical manuals. Use simple declarative sentences. The subject-verb-object format works well. Limit the use of phrases and clauses. This doesn't mean that to _dumb down' a copy. It just means that to write clearly, directly and in a manner that is easy for readers to understand and remember the story. Readers are busy.

They turn to websites for quick, easy to comprehend information. Give it to them.

Writing style can be informal and still inform. Writing can be conversational and still impress. There is no need to write in a pedantic preaching manner to appear intelligent and authoritative. The job is to communicate to people who have busy lives and a great deal on their minds. Make it easy for them to read and understand the copy.

Make it easy for them to enjoy it. Make them want to revisit the website often to obtain the information they want and need. Online news writers should use their common sense and critical-thinking abilities to evaluate the accuracy and reasonableness of source copy. There are a number of things to remember when writing for the web.

1. **KNOW THE AUDIENCE** Write and edit with online readers' needs and habits in mind. Web usability studies show that readers tend to skim over sites rather than read them intently. They also tend to be more proactive than print readers or TV viewers, hunting for information, rather than passively taking in what is presented to them. Think about the target audience. Because the readers are getting their news online, chances are they are more interested in Internet-related stories than TV viewers or newspaper readers, so it may make sense to put greater emphasis on such stories.

2. **THINK FIRST—AND THINK DIFFERENT** Before you start reporting and writing a story, think about what are the best ways to tell the story, whether through audio, video, clickable graphics,

text, links, etc.—or some combination. Collaborate with audio, video and interactive producers. Develop a plan and let that be a guide throughout the news gathering and production process, rather than just reporting a story and then adding various elements later as an afterthought. Also, look for stories that lend themselves to the Web—stories that can be told differently from or better than in any other medium.

3. **TAILOR NEWS GATHERING** Just as print and television reporters interview differently because they are looking for different things, so must online journalists tailor their interviewing and information gathering specifically to their needs. Print reporters tend to look for information. TV reporters look for emotion on camera, sound bites and pictures to go with words. Online journalists must constantly think in terms of different elements and how they complement and supplement each other: Look for words to go with images, audio and video to go with words, data that will lend itself to interactive communication etc…

4. **WRITE LIVELY AND TIGHT** Writing for the Web should be a cross between broadcast and print—tighter and punchier than print, but more literate and detailed than broadcast writing. Write actively, not passively. Strive for lively prose, leaning on strong verbs and sharp nouns. Inject the writing with a distinctive voice to help differentiate it from the multitude of content on the Web. Use humour. Try to write in a breezy style or with an attitude. Conversational styles work particularly well on the Web. Online audiences are more accepting of unconventional writing styles.

5. **EXPLAIN** Readers rarely notice, or care who was first. People want to know not just what happened, but why it matters. And with all the information sources out there now, in the end it will be the sites that explain the news the best that succeed. Write and edit all the stories with this in mind.

6. **NEVER BURY THE LEAD** When writing online, it's essential to tell the reader quickly what the story is all about and why they should keep reading—or else they won't.

7. **SHORT BUT SWEET** Most stories online are too long for a Web audience, and I imagine few readers finish them. But let that be a guideline, not a rule. Readers will stick with longer stories online if there is a compelling reason for a story to be that long—and if it continues to captivate their attention.

Tools for Newsgathering

It seems bizarre that journalists wouldn't use many of the tools and media channels that are available. They could apply their traditional journalism skills and add social.

media and other media channels, such as blogs, to their reporting arsenal. Online newsgathering is not a different one from traditional news gathering by reporters or wire services. The difference is that it needs quick news gathering and fastest posting than traditional media. Online media plat forms utilize the services of reporters, news agencies etc. While other sources too can be effectively utilized:

1. The personalized news wire

2. The Google advanced search

3. Google reader

4. RSS Feed

5. Periodicals / Newspapers

6. Blogs/Sites

7. Social Media like Facebook, Twitter etc.

ONLINE EDITING Editing is the process of selecting and preparing media used to convey information. The editing process can involve correction, condensation, organization, and many other modifications performed with an intention of producing a correct, consistent, accurate and complete work Editing is more than just rereading copy to fix the technical errors. That is the first step, because good editing goes far beyond that. The goal of editing is to make the copy better at several different levels. That's why the process of editing is the same as the process of writing. An editor must solve a complex, intricate problem that happens to be with words instead of numbers.

Editors ensure the written quality of online publications. Their duties might include reading materials, making sure that a writer's formatting fits in-house style guidelines, correcting grammatical or factual errors and making suggestions for improvement. They may also be responsible for selecting articles or materials for publication, assisting with design, layout and overseeing other aspects of publication.

Content A story must be reported in as few words as possible. The sentences should be short and easy to read and understand. The paragraphs too must be short. The attention span of readers is short.

- Avoid modifiers.

- Substitute wordy phrases with short words.

- Remove relative clauses.

- Avoid starting a sentence with a subsidiary clause.

- Use ―one sentence, one idea‖ format.

- Use active voice.

- Delete clichés.

- Put names and designations in right order.

- The words should be simple, short and familiar.

- Avoid abstract nouns.

- Delete and correct factual errors.

- Accuracy alone is not enough; objectivity too is important.

- Avoid defamatory statements.

- Give source of a story.

- Be careful with numbers and figures.

Conciseness

- Create strong verbs.

- Use verbs instead of nouns.

- Use active voice frequently.

- Avoid sentences beginning with It and There.

- Delete redundant and needless phrases.

Clarity

- "Keep It Short and Simple".

- Ensure subject and verb agreement.

- Ensure that pronoun references are clear in meaning.

- Create sentences parallel in structure and meaning.

- Eliminate modifier problems.

- Double check for faulty comparisons and omissions.

- Avoid unnecessary shifts in a sentence.

Layout

- Designing the format of publications.

- Manipulate design properties, such as type size, font style, spacing, column width and placement, using software.

- Transferring material to the Internet using Web publishing software.

- Arrange information such as text, graphics, videos and photographs.

- Editing photos and creating graphic elements such as charts or maps.

Style

- Follow style book.

- Use of capital letters.

- Use of abbreviations.

- Use of titles and references.

- Use of numerals

- Spelling

- Italics

UNIT 4

Ethics in New Media

A media revolution is transforming the nature of journalism and its ethics. The means to publish is now in the hands of citizens, while the internet encourages new forms of journalism that are interactive and immediate. Theorists often define ethics in terms of a set of principles of right or moral conduct. Digital technologies raise a host of thorny and troubling ethical challenges for journalists and media practitioners, whether professional or citizen journalists. Following is a sampling of some of the issues digital technologies raise for students, scholars and practitioners of media. Plagiarism has become an often-accepted practice and international cultural norm due at least in part to the ease and temptation of copying online sources. Digitally altering images or video is common in advertising and sometimes in news. Using anonymous sources is frequently an accepted practice in online journalism. Omni directional imaging is more than science fiction. . Ethics in new media concern various issues such as portrayal of violence, pornography, cybercrime, addiction, copyright, digital divide and so on.

OBSCENITY　Obscenity has been defined by the Supreme Court as ‗the quality of being obscene which means offensive to modesty or decency; lewd, filthy and repulsive. Section 294 of the Indian Penal Code lays down the

punishment for obscene acts or words in public. The other sections of Indian Penal code which deal with obscenity are 292 and 293.

The law does not clearly define what would constitute an obscene act, but it would enter the domain of the state only when it takes place in a public place to the annoyance of others. Temple art etc is traditionally outside the purview of this section. Section 292 in The Indian Penal Code says that, for the purposes of sub-section (2), a book, pamphlet, paper, writing, drawing, painting, representation, figure or any other object, shall be deemed to be obscene if it is lascivious or appeals to the prurient interest or if its effect, or (where it comprises two or more distinct items) the effect of any one of its items, is, if taken as a whole, tends to deprave and corrupt the person, who is likely, having regard to all relevant circumstances, to read, see or hear the matter contained or embodied in it.

PRIVACY The term privacy has been described as the rightful claim of the individual to determine the extent to which he or she wishes to share himself or herself with others and his or her control over the time, place and circumstances to communicate with others. It is the ability of an individual or group to seclude themselves, or information about themselves, and thereby express themselves selectively. The boundaries and content of what is considered private differ among cultures and individuals, but share common themes.

When something is private to a person, it usually means that something is inherently special or sensitive to them. The domain of privacy partially overlaps security, which can include the concepts of appropriate use, as well as protection of information. Privacy may also take the form of bodily integrity. The right not to be subjected to unsanctioned invasion of privacy by the

government, corporations or individuals is part of many countries' privacy laws, and in some cases, constitutions. Almost all countries have laws which in some way limit privacy.

COPYRIGHT Copyright is the exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material. The rights provided under Copyright law include the rights of reproduction of the work, communication of the work to the public, adaptation of the work and translation of the work. The scope and duration of protection provided under copyright law varies with the nature of the protected work.

The Copyright Act, 1957 governs the subject of copyright law in India. The Copyright Act 1957 was the first post-independence copyright legislation in India and the law has been amended six times since 1957. The most recent amendment was in the year 2012, through the Copyright (Amendment) Act 2012.

The author of a work is generally considered as the first owner of the copyright under the Copyright Act 1957. However, for works made in the course of an author's employment under a "contract of service" or apprenticeship, the employer is considered as the first owner of copyright, in the absence of any agreement to the contrary. Section 19 of the Copyright Act 1957 lays down the modes of assignment of copyright in India.

Assignment can only be in writing and must specify the work, the period of assignment and the territory for which assignment is made. If the period of assignment is not specified in the agreement, it shall be deemed to be 5 years and if the territorial extent of assignment is not specified, it shall be presumed to

be limited to the territories of India. The Copyright Act 1957 exempts certain acts from the ambit of copyright infringement.

They are fair dealing with any copyrighted work for certain specifically mentioned purposes and specific activities enumerated in the statute. The fair dealing approach followed in India is clearly limited towards the purposes of private or personal use, including research, criticism or review and reporting of current events and current affairs, including the reporting of a lecture delivered in public.

LIBEL Libel consists in the publication of a defamatory statement expressed in some permanent form, for instance by writing, printing, pictures, statue, wax work, effigy etc. In the case of films, the visual aspect being permanent in nature would constitute libel. The audio portion would also qualify as libel because it is the part of the film. In the context of the internet, publication occurs when the contents of the publication are seen by the reader.

An electronic publication could take place through the email, online bulletin boards, chat room messages, digital photographs and so on. At common law libel is both a criminal offence as well as a civil wrong. Under India Law, libel constitutes criminal offences under Section 499 of the Indian Penal Code, 1860. Whoever defames another shall be punished with simple imprisonment for a term which may extend to two years, or with fine, or with both.

The truth of defamatory statement is a complete defence to civil action for libel. The defence of fair comment on a matter of public interest is like justification, a complete defence to an action of libel. The law of libel recognizes certain situations where public interest demands that a person should be protected from liability for a defamatory statement, even though the words cannot be proved to

be true or defended as fair comment. In such cases, the laws concern for free discourse outweighs the need to protect personal reputations.

There are two type of privileges-absolute and qualified. An absolute privilege is effective no matter what the defendant's motivation. The defence of absolute privilege applies to Parliamentary, Judicial proceedings, Military and navel proceedings and state proceedings. On the other hand, the exercise of qualified privilege is conditional upon its bona fide exercise.

CYBER LAWS Cyber Crime is not defined in Information Technology Act 2000 or in the I.T. Amendment Act 2008 or in any other legislation in India. Offence or crime has been dealt with elaborately listing various acts and the punishments for each, under the Indian Penal Code, 1860 and quite a few other legislations too. Hence, to define cybercrime, we can say, it is just a combination of crime and computer.

Cyber crimes can involve criminal activities that are traditional in nature, such as theft, fraud, forgery, defamation and mischief, all of which are subject to the Indian Penal Code. The abuse of computers has also given birth to a gamut of new age crimes that are addressed by **the Information Technology Act, 2000.** The Government of India enacted its Information Technology Act 2000 with the objectives as to provide legal recognition for transactions carried out by means of electronic data interchange and other means of electronic communication, commonly referred to as "electronic commerce", which involve the use of alternatives to paper based methods of communication and storage of information, to facilitate electronic filing of documents with the Government agencies and further to amend the Indian Penal Code, the Indian Evidence Act, 1872, the Bankers' Books Evidence Act, 1891 and the Reserve Bank of India

Act, 1934 and for matters connected therewith or incidental thereto.‖ The Information Technology Act, 2000, was thus passed as the Act No.21 of 2000, got President Assent on 9 June and was made effective from 17 October 2000. The Act essentially deals with the following issues: Legal Recognition of Electronic Documents, Legal Recognition of Digital Signatures, Offenses and Contraventions, Justice and Dispensation Systems for cybercrime.

UNIT 5

WEBSITE DESIGN Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and search engine optimization.

Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all. The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up. Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and if their role involves creating mark-up then they are also expected to be up to date with web accessibility guidelines.

Effective web design is judged by the users of the website. There are many factors that affect the usability of a website, and it is not just about form (how good it looks), but also function (how easy is it to use).Websites that are not well designed tend to perform poorly and have sub-optimal Google Analytics

metrics (e.g. high bounce rates, low time on site, low pages per visit and low conversions.

The ten web design principles that will make the website aesthetically pleasing, easy to use, engaging, and effective are given below.

1. Purpose Good web design always caters to the needs of the user. Are the web visitors looking for information, entertainment, some type of interaction, or to transact with the business? Each page of the website needs to have a clear purpose, and to fulfil a specific need for the website users in the most effective way possible.

2. Communication People on the web tend to want information quickly, so it is important to communicate clearly, and make the information easy to read and digest. Some effective tactics to include in web design include: organising information using headlines and sub headlines, using bullet points instead of long winding sentences, and cutting the waffle.

3. Typefaces In general, Sans Serif fonts such as Arial, Calibri and Verdana are easier to read online (Sans Serif fonts are contemporary looking fonts without decorative finishes). The ideal font size for reading easily online is around 14 to 16 points and stick toa maximum of 3 typefaces in a maximum of 3 point sizes to keep your design streamlined.

4. Colours A well thought out colour palette can go a long way to enhance the user experience. Complementary colours create balance and harmony. Using contrasting colours for the text and background will make reading easier on the eye. Vibrant colours create emotion and should be used sparingly (e.g. for

buttons and call to actions). Last but not least, white space is very effective at giving the website a modern and uncluttered look.

5. Images A picture can speak a thousand words, and choosing the right images for the website can help with brand positioning and connecting with the target audience. Also consider using info graphics, videos and graphics as these can be much more effective at communicating than even the most well written piece of text.

6. Navigation Navigation is about how easy it is for people to take action and move around the website. Some tactics for effective navigation include a logical page hierarchy, using bread crumbs, designing clickable buttons, and following the ‗three click rule' which means users will be able to find the information they are looking for, within three clicks. These steps can help to achieve good navigation-visualising the site, reviewing the user interests by studying the site logs, vertical and horizontal navigation bars, Site Map, Time stamps etc.

7. Grid based layouts Placing content randomly on the web page can end up with a haphazard appearance that is messy. Grid based layouts arrange content into sections, columns and boxes that line up and feel balanced, which leads to a better looking website design.

8. ―F‖ Pattern design Eye tracking studies have identified that people scan computer screens in an ―F‖ pattern. Most of what people see is in the top and left of the screen and the right side of the screen are rarely seen. Rather than trying to force the viewer's visual flow, effectively designed websites will work with a reader's natural behaviour and display information in order of importance (left to right, and top to bottom).

9. Load time Everybody hates a website that takes ages to load. Tips to make page load times more effective include optimising image sizes (size and scale), combining code into a central CSS or JavaScript file (this reduces HTTP requests) and minify HTML, CSS, JavaScript (compressed to speed up their load time).

10: Mobile friendly It is now commonplace to access websites from multiple devices with multiple screen sizes, so it is important to consider if the website is mobile friendly. If the website is not mobile friendly, either rebuild it in a responsive layout (this means your website will adjust to different screen widths) or build a dedicated mobile site (a separate website optimised specifically for mobile users). Simplicity, weight, compatibility and consistency are all necessary in design. Readability, packaging and story length are relevant factors to facilitate communication by design. Website mechanics involves three different professionals web editor, web designer who looks into the: look and feel, navigation, readability, and visual appeal of the website, and web programmers

The Differences Between Web and Print Design

Both print and web are powerful mediums that have the power to persuade. If you want to create a website soon, and are thinking about how different web is from the print world, you've come to the right place. I will explain in detail about both web and print design, and how different they are from each other.

In print, the user is able to physically view and feel the printed material, interacting with it directly. In web, the user views the content through a screen.

To engage user's senses and interest, print design may include experiences such as adding texture, shape, or printing effects like letterpress, embossing, varnishing, lamination and so on.

Web design, on the other hand may include interactive elements such as animation, mouse-over effects, hyperlinking, instant messaging and so on, along with audio and video.

For example, a printed brochure might have a nice printing effect such as embossing, and its content might be neatly packed into blocks with attractive images picking user's interest. The brochure might have a certain feel to its paper, with users appreciating the rustle and the smell of the paper.

A web brochure on the other hand, might have animated illustrations that might be helpful to users, along with hyperlinks that link readers with additional information about its content.

In print, the reader is able to physically view the print material, and so the designer must take into account the size, weight, and materials, before going into the creative stage.

The content produced during the creative stage will be included into the canvas according to the measurements that were pre-set.

As print has a fixed size, you can work on the canvas provided to you with pre-given measurements, working around the edges.

The design for web is fluid, as the edges and measurements for the web screens change according to browsers, and mobile platforms. The same website for instance would look different on a desktop than its mobile version, with the content aligned differently.

The designer may establish the font size, colours, background image, spacing etc., which is then applied to the content produced.

The alignment of content in a website layout would change, as content is updated and added by the designer. In this way, websites keep changing according to the expansion and reduction of content on a daily basis.

Due to the inflexibility with printing, one can determine with absolute certainty how the user is going to view and interact with the printed design.

However, due to the variations in screen sizes and resolutions on the web, the end result cannot be predicted accurately.

The designer will have to add in the flexibility of adjusting to different screen sizes in order to produce the best results for all users. In this way, web and print design differ according to size.

The types of fonts available to pint designers are almost unlimited, as there's an array of fonts available on print designing tools such as InDesign and Corel Draw.

The fonts can be used as is, as the designer knows the final outcome of the design. In web, however, web fonts are required to be used, ones that are simpler than print fonts and which have increased legibility.

Readers will be undergoing fatigue while viewing websites on screens, and so, the fonts must be easier to understand at first glance. The text has to be accurately spaced for viewing on screens, so that not much strain is put on the eyes of the reader.

Even now that you are reading this blog post, you can see how the text is divided into short paragraphs of few lines, with optimum spacing between each paragraph and image.

On the web, the reader has scores of data to digest and various distractions to go through.

There are also various web fonts directories available, such as Google Fonts and Adobe Edge Web Fonts, that make web fonts easily available to web designers.

For both web and print design, factors such as kerning, tracking, leading and ascender and descended heights must be taken into account.

Kerning provides adjustment to spacing between pairs of alphabets, while tracking or letter-spacing provides adjustment to spacing of a word or block of text.

In print design, designers use CMYK, the ink colors Cyan, Magenta, Yellow and Black. Individual colors are formed from mixing percentages of the above four colors, in print.

Colors then have codes, that signify the base colors that produce the given color. This is based on subtractive addition of color, by combining all colors you get black.

Screen and lighting technology is based on RGB, which is the colors Red Green and Blue.

The various colours are encoded as a value of 0-255 for each of the three colours, and works in an additive manner. When all the 3 values are maxed out at 255, the color displayed will be white.

Due to the differences in how the color is handled between screen and print, there is a need for calibration between the screen and printer to produce the most accurate print.

While on screen, a picture might appear dull or bland, this might be because the screen itself is off on the color calibration.

The color displayed on screen might not be the same color present when the picture is printed due to the mismatch in calibration.

For professional photo and video editing, a screen with accurate calibration is therefore required. Apple's screens for their Mac lineup is particularly known for their high color accuracy.