

BJ (MC) 208 **New Media**

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UNIT-1

Topic 1: Online Communication:

Online Communication

Today online communications is forming connections, creating community, and organizing Action in previously unimaginable ways.

Features of Online Communication

- _ E Mails-Electronic Mail, Unique name that consist of user name and domain name that Identifies users.
- _ Chat rooms-Typed conversation that takes place on a computer, Yahoo messenger, G-talk Etc.
- _ Community websites- A virtual community is a social network of individuals who interact Through specific media Face book, twitter, orkut
- _ Blogs-Regular updated journal format to reflect interest or opinion of the author.
- _ Newsgroups-Online area where users discuss a particular subject
- _ Websites-It is a collection of related web pages.
- _ E Papers-Electronic newspaper.

Topic 2: Internet

- Characteristics
- ISP and browsers
- Types of websites
- Video conferencing, Webcasting

Internet service provider (ISP):

An Internet service provider (ISP) also called Internet access provider) is a business or Organization that offers user's access to the Internet and related services. Many but not all ISPs are telephone companies or other telecommunication providers. They provide services Such as Internet access, Internet transit, domain name registration and hosting, dial-up access, Leased line access and collocation. Internet service providers may be organized in various forms, such as commercial, community-owned, non-profit, or otherwise privately owned.

Browser:

A (web) browser is an (software) application for presenting the source of information on the World Wide Web. The information can be anything, it may be a web page, image, video or written content which is identified by a Uniform Resource Identifier (URI). Through the Hyperlinks users easily to navigate their browsers to related resources. The major web browsers are Google Chrome, Firefox, Internet Explorer, Opera, and Safari.

Types of websites:

There are two types of websites Static websites and Dynamic websites:

Static Websites:

When the site looks basic and simply delivers information, it could be a static website. Static websites can only really be updated by someone with knowledge of website development. Static websites are the cheapest to develop and host, and many smaller companies still use these to get a web presence.



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Dynamic Websites:

On the other hand Dynamic websites are designed in order to develop to give the website owner the ability to simply update and add new content to the site.

For example, news and events could be posted to the site through a simple browser interface.

Dynamic features of a site are only limited by imagination.

Some examples of dynamic website features could be: content management system, ecommerce system, bulletin / discussion boards, intranet or extranet facilities, ability for clients or users to upload documents, ability for administrators or users to create content or add information to a site.

Videoconference:

Conducting a conference between two or more participants at different sites by using computer networks to transmit audio and video data is called videoconference.

For example, a point-to-point (two-person) video conferencing system works much like a video telephone. Each participant has a video camera, microphone, and speakers mounted on his or her computer. As the two participants speak to one another, their voices are carried over the network and delivered to the other's speakers, and whatever images appear in front of the video camera appear in a window on the other participant's monitor.

Multipoint videoconferencing can be also done it allows three or more participants.

Webcasting:

Webcasting is using the internet to broadcast delayed or real-time music or video Programming. A compulsory license, also referred to as a statutory license, is simply a License that can be obtained by a fixed fee. Ephemeral recordings are copies of works made for broadcasting purposes. Podcasting and webcasting are both ways of putting audio content on the internet, but the delivery methods of the audio are different. With podcasting a listener downloads the audio on to his or her computer, but with webcasting audio is streaming. Also, webcasting is more costly and requires a higher level of technical expertise than podcasting. Basically, audio or video content from an audio/visual system is transferred to "streaming media" software running on the host's PC equipped with capture cards. The content is encoded, and then sent to a specialized server. This server distributes the webcast onto the Internet - either as a live broadcast, or as "on demand" content stored for later access. A user is able to view or listen to a webcast because a program on the user's computer (RealPlayer or Windows Media Player) converts the data stream from the webcast server.

UNIT-2

Topic 1

Digital media and communication:

Digital system record or transmit information in the form of thousand of every small signals. The new digital technology would allow a rapid in expansion in the number of TV channel. Digital media is which the signals are transmitted in digital form and decoded by the media. Digital communications are just what they sound like Communications performed with and by digital technology.

ICT & Digital Divide:

ICT, information communication and technology is a digital divide. It refers to involving Computers and other electronic technology.

The term global digital divide refers to differences in access between countries in regards to the internet and its' means of information flow.

Digital divide refers to the gap between individuals, households, businesses and geographic areas at different socio-economic levels regarding access information and communications technologies (ICTs).

It includes the imbalance both in physical access to technology and the resources and skills needed to effectively participate as a digital citizen.

Topic 2 Information Society

An information society means a society where the creation, distribution, use, integration and Manipulation of information is a significant economic, political, and cultural activity.

One of the first people to develop the concept of the information society was the Economist Fritz Machlup. In 1933, Fritz Machlup began studying the effect of patents on research. His work culminated in the study *The production and distribution of knowledge in the United States* in 1962.

The issue of technologies and their role in contemporary society have been discussed in the scientific literature using a range of labels and concepts. This section introduces some of them. Ideas of a knowledge or information economy, post-industrial society, postmodern society, network society, the information revolution, informational capitalism, network capitalism, and the like, have been debated over the last several decades.

Fritz Machlup (1962) introduced the concept of the knowledge industry. He distinguished five sectors of the knowledge sector: education, research and development, mass media, information technologies, information services. Based on this categorization he calculated that in 1959 29% per cent of the GNP in the USA had been produced in knowledge industries. The major critique of concepts such as information society, knowledge society, Network society, postmodern society, post industrial society, etc. that has mainly been voiced by critical scholars is that they create the impression that we have entered a completely new type of society. "If there is just more information than it is hard to understand why anyone should suggest that we have before us something radically new" (Webster 2002a: 259).

Critics such as Frank Webster argue that these approaches stress discontinuity, as if Contemporary society had nothing in common with society as it was 100 or 150 years ago.

Such assumptions would have ideological character because they would fit with the view that we can do nothing about change and have to adopt to existing political realities (Webster 2002b:



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267). These critics argue that contemporary society first of all is still a capitalist society oriented towards accumulating economic, political, and cultural capital. They acknowledge that information society theories stress some important new qualities of society (notably globalization and informatization), but charge that they fail to show that these are attributes of overall capitalist structures. Critics such as Webster insist on the continuities that characterize change. In this way Webster distinguishes between different epochs of capitalism: laissez-faire capitalism of the 19th century, corporate capitalism in the 20th century, and informational capitalism for the 21st century.

New World Information Order:

When developing countries started struggling for their news then finally they opted for new world information & communication order (NWICO) the objective behind this was the coverage of balanced news keeping in mind the main issues related to the developing countries.

Arguments & Debates for NWICO

- Developing countries believed that the coverage given by the news agencies only
- Covers the main issues & ignoring event related to developed issues.
- Another argument was to highlight the upliftment of the existing problems of the
- Developing nations.
Whatever information disseminated by the news agencies should have proper
- Infrastructure and balanced screening information should be done in advance.
- Focusing on the upliftment of the third world countries as these are countries who
- Themselves need to develop infrastructure and proper flow of information.

E-governance: E-governance uses electronic means to support and stimulate governance.

The objectives of e-governance are good governance. Good governance can be as an exercise of economic, political and administrative authority to better manage affairs of country at all levels, national and local.

Convergence: Need, nature and future of convergence

The convergence of different ideas, groups, or societies is the process by which they stop being different and become more similar.

Technology is important for the advancement of convergence because it determines how the products and services work and how much its value can be generated.

Emerging Trends: Mobile Technology, Social Media & Web 2.0

Mobile Technology: At present society people move easily from one job, home, or social class to another due to mobile technology. Mobile technology is the technology used for cellular communication. Mobile code division multiple access (CDMA) technology has evolved rapidly over the past few years.

Social Media: Social media is a platform which gives two-way ability to communicate too. It gives to the people to interact, create, share, and exchange information and ideas in virtual communities and networks. Social media differentiates from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy and permanence.

Web 2.0: Web 2.0 is a technology which used beyond the static pages of earlier web sites.



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The term was coined in 1999 by Darcy DiNucci and was popularized by Tim O'Reilly at the O'Reilly Media Web 2.0 conference in late 2004.

It suggests a new version of the World Wide Web. it does not refer to an update to any technical specification, but to cumulative changes in the way web pages are made and used.

A Web 2.0 site may allow users to interact and collaborate with each other in a social media dialogue as creators of user-generated content in a virtual community, in contrast to Websites where people are limited to the passive viewing of content.

Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites etc.

UNIT-3

Topic 1: Traditional vs. Online Journalism-difference in news consumption

With the increasing use of the Internet, a growing number of people have been reading news and other happenings around the globe online. And this actually serves as a threat to newspapers and its reporters, who practice traditional journalism. But first off, what is the difference between traditional journalism and online journalism?

For one, the major difference is the medium used for information dissemination. Traditional journalism disseminates information through printed materials, such as newspapers and other broadcasting medium, such as television and radio. Online journalism, on the other hand, has its articles published in the internet.

For online journalism, the writer or journalist writes his articles on his weblog (blog). There are some online journalists, who are not employed in any media outfit, and works as a freelancer. Some online journalists also do not gain any profit from their articles. Being unemployed, they do not have any deadlines to beat when posting an article.

Traditional journalists, on the other hand, writes their articles for newspaper. Whether they are working as a freelance writer or for a media outfit, they get paid for their articles and have deadlines to beat.

The length of the articles posted also differ. In online journalism, the writer can write a lengthy article, while in traditional the writer has limited space for his article.

Also, in online journalism Internet users only get to read news articles when they are connected online. While in traditional journalism, people get to be updated with the latest happenings without being dependent in the Internet.

Topic 2: Presentation and uses

The topic related to the personality development and it is a practical exercise so it Should be done in the class.

Topic 3: Online Writing & editing: do's and don'ts

There are several things to consider in Online writing and real science to successfully writing for the web just learn the dos and don'ts of online writing.



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Dos

- Write well
- Speak to your audience
- Write what people want to read
- Use controversy wisely
- Remember SEO (Search Engine Optimization)

Don'ts

- Write on the most popular topic
- Write on too obscure of a topic
- Sacrifice quality for SEO
- Be pretentious

Topic 4: Cyber Crimes & Security

Computer crime refers to any crime that involves a computer and a network. The computer may have been used in the commission of a crime, or it may be the target. Net crime refers to criminal exploitation of the Internet. Halder (2011) defines Cybercrimes as: "Offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental harm to the victim directly or indirectly, using modern telecommunication networks such as Internet (Chat rooms, emails, notice boards and groups) and mobile phones (SMS/MMS)". Such crimes may threaten a nation's security and financial health. Issues surrounding this type of crime have become high-profile, particularly those surrounding cracking, copyright infringement, child pornography, and child grooming. There are also problems of privacy when confidential information is lost or intercepted, lawfully or otherwise. Computer security known as IT Security is information security as applied to computers and networks. The field covers all the processes and mechanisms by which computer-based equipment, information and services are protected from unintended or unauthorized access, change or destruction. Computer security also includes protection from unplanned events and natural disasters.

Types

- Hacking
- Fake mail
- Unauthorized/illegal websites
- Phishing

Dimension

- Networking
- Social Sites
- Video conferencing
- Mail/Messaging

Topic 5: Cyber Laws & Ethics and the difficulty in enforcing them (PPT)

UNIT-4

Topic1: Elements & Principles of Web Designing

Any sort of work related to the process of designing involves creativity. Designing has certain stages. It begins with the process of conceptual development after which you move on to fashioning. Execution and construction are the final parts of designing. The whole process of designing revolves around certain elements and principles of design even in the case of web designing. The importance of web designing for the purpose of web promotion cannot be undermined. Irrespective of which corner of the world you are from web designing plays an important role in determining your site's worth. All websites follow a certain code of elements and principles when it comes to designing. It is important to understand what they are in order to properly be able to use them for your benefit.

Elements But naturally the elements are the most important parts of web design. This is because they are like the building blocks with which you will be constructing your website.

These different elements put together make up your website. The elements in web design are the same that you will find in any sort of designing but the only difference is how you make use of them. Color, lines, texture and shapes are amongst the most important elements of design. The web designer has to craft the web site using these elements and trying to make interesting compositions out of them. **Principles** Design principles are what you will use to put together the elements to form the actual web site. The idea is to make the content more presentable and give it a solid look.

This is where all the creativity needs to come into action because it is how you will use the Principles of design to mould the elements that will give your website its looks.

A good website will be one that is balanced. You can use the principle of contrast in order to Make some things stand out against others. Proper emphasis should be paid to those elements that are important and need to come through to the audience at first sight. You can also make use of other principles such as repetition, scaling and proximity when putting crafting your website.

These are the fundamentals of web designing. In order to create a good design one must know how to work these elements and principles in their favour.

Topic2: Basic Programming for Web Designing—HTML (PPT) Practical Exercise

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