

L24 - NEW MEDIA EMPLOYMENT OPPORTUNITIES

Keywords

Job opportunities	Technical skills	Positive communication Skills	Media organisation
Hard work and commitment	On your toes	Right attitude	Already established
Creative skills	Media professionals	News website	Internet desk
Web edition	Print edition stories	Innovates	Strong rewrite desk
Designers and programmers	Hyperlinks	Audio-visual	Video production
Pure journalistic Skill	Objectivity, proximity	Follow up	Archival value
Shelf life	Spot stories	Analytical stories	Side stories
New media surfer	Freelancers.	Interest factor	Editorial skills
Marketing/finance skill	Content manager	Transferable	E-zine
Eating out	Business venture	Logistics	Mock Examinations

In-text Questions

In-text Questions 24.1

1. Match the following :

Column A

- i. internet desk
- ii. creativity
- iii. new media
- iv. multi-media packages
- v. new media journalists

Column B

- a) hall mark of new media ventures
- b) manages web editions of newspapers
- c) require good production skills
- d) should be technically sound
- e) requires narrative writing style

INTEXT QUESTIONS 24.2

1. State whether the following statements are true or false.
 - i. The primary skill required for a new media professional is marketing skill..
 - ii. A new media reporter should continuously make efforts to update stories.
 - iii. The editor of a newspaper is called a content manager.
 - iv. New media stories do not have any archival value.
 - v. New media ventures also depend on freelancers.

INTEXT QUESTIONS 24.3

1. Complete the following sentences with appropriate word/s:
 - i. New media provides a lot of scope for —————.

- ii. The content of an electronic magazine for the youth should be such that

- iii. Eating out is a common phenomenon in the cities. It would be useful to make a list of eating places in your city and work out a plan online to be able to make an advance booking in restaurants. What would you call this site ?

TERMINAL EXERCISES

1. Discuss the opportunities offered by new media to journalists.
2. Explain the skills required for new media professionals.
3. Illustrate with examples any three business ventures in the area of new media.

Previous Year Questions

1. Write a note on the interpersonal communication. 1
2. How is new media made creative? 2
3. What is e-zine for youth ? Who are its target readers ? 2
4. Discuss the skills required for new media professionals. 4
5. Why does new media address youth? Give any two reasons.
6. List any four business opportunities in the area of new media. [4]
7. Describe any four business opportunities brought by new media. 4
8. Define 'information overload' and 'information fatigue'. 4
9. What are the skills required for new media ? Describe any **two** skills in detail. 4
10. What are the employment opportunities that a journalist can find with new media ? 4

11. How does new media provide opportunities for journalists? 4`
12. Discuss any four business ideas in the area of new media. 4
13. Discuss the skills required for new media professionals. 4
14. Discuss the employment opportunities that a journalist can find with new media. [4]
15. Comment on the employment opportunities that a journalist can find with new media. 4
16. What are the various opportunities available for journalist in New media ? 4
17. Discuss and explain the skills required for new media. [6]
18. Describe business opportunities provided by new media. 6
19. Describe the business opportunities available in new media. 6