

L22 - NEW MEDIA THE INDUSTRY

Keywords

News websites	Web editions	Convergence	Business transactions
Media houses	Replicas	Venture capitalists	Via the internet
Print editions	Phenomenon	Business option	Afloat
Media practitioners	Revenue models	Innovative	Sell content
Decades	When the nation stepped into the seventies	Cable television	Competitive scenario
Survive	Infrastructure	Stabilize	Technological innovations
Complimentary	Hindrance	Dump it	Co-exist
Incidentally	Customization of news	Innumerable	Social networking site
Account	Trace	Research and academics	Online learning or e-learning

In-text Questions

In-text Questions 22.1

1. Who are venture capitalists?
2. Why were venture capitalists interested in supporting new media ventures in India?
3. What was the function of early web editions ?

INTEXT QUESTIONS 22.2

1. Fill in the blanks with appropriate word/s:
 - i. did not exist in India during the time of the British rule.
 - ii. Indian newspapers changed their and ——— of writing to survive competition from television.
 - iii. Convergence means the coming together of ,—————, — —— —————.
 - iv. An form of communication does not the earlier form.:

INTEXT QUESTIONS 22.3

1. What do you understand by 'customisation of news'?
2. What is meant by the term 'online learning'?

TERMINAL EXERCISES

1. Write an essay on how convergence is changing the face of the Indian media industry?
2. Make three columns and write the essential features of print, television and new media. After completing the exercise, write a note on how new media is different from print media and television.
3. Discuss the impact of new media in India.

Previous Year Questions

- | | |
|--|---|
| 1. When the first news websites were launched by media houses ? | 1 |
| 2. When first news websites were launched by media houses in India ? | 1 |
| 3. What are social networking sites ? Name any two sites. | 2 |

4. Give any two examples of new media. 2
5. What is meant by the term 'convergence'? 2
6. What is customization of news? 2
7. Who are 'Venture Capitalists' and how could new media serve them ? 4
8. What are social networking sites ? Name any two sites. 2
9. How do you use New Media ? Write any **four** uses practiced by you. 2
10. What is meant by the term 'convergence'? 2
11. What do you understand by 'customization of news'? [2]
12. How is new media made creative? 2
13. What is 'convergence' and how is it related to new media? 4
14. As a form of communication, describe **four** features of New Media. 4