

L23 -NEW MEDIA TARGET AUDIENCE

Keywords

Computersavvy	Addresses	Urban households	Interpersonal relations
Young audience	Gadgets	Hooked	Information Overload
Information fatigue	Logical And analytical powers	Raw information	Print journalists
Narrative style	History of journalism	New journalism	Multimedia
Attractive visual	Introductory paragraph	Short and crisp	Lateral thinking
Healthy Balance	New media venture	Small and Medium enterprises	Infrastructure
Niche websites	Accessible	E-learning	Freelancers
Revenue model	Advertising	Content selling	Subscriptions
Specialized services			

In-text Questions

In-text Questions 23.1

1. Match the following :

Column A

- i. Exposure to too much information
- ii. Difficulty in using information
- iii. New journalism

Column B

Edward De Buno
Tom Wolfe
information overload

iv. Father of creativity

information fatigue

INTEXT QUESTIONS 23.2

1. State whether the following sentences are true or false.
 1. We develop interpersonal skills when we deal with people.
 2. New media has affected the interactive pattern of children.
 3. We can talk to our friends through the computer.
 4. Good interpersonal skills help in developing a person's personality.
 5. Children today are generally found to be socially active..

INTEXT QUESTIONS 22.3

1. Write the full form of SME.
2. Make a list of any three items on which niche websites are found?
 - i. ..
 - ii. ..
 - iii. ..
3. Visit some of the online shopping sites. Make a list of sites that you have visited as well as products that interested you.

TERMINAL EXERCISES

1. What are inter-personal skills? Why do you think interpersonal skills are getting affected?
2. Is new media a big industry or is it an SME? Give reasons to support your answer.
3. Write short notes on the following:
 - i. niche websites

- ii. online shopping sites

Previous Year Questions

1. What are 'Niche' websites ? Give **two** examples of niche websites. 2
2. Why does new media address youth? Give any *two* reasons. 2
3. How is new media made creative? 2
4. What is meant by a website ? What are niche websites ? 4
5. Define 'information overload' and 'information fatigue'. 4
6. How do you use New Media ? Write any **four** uses practiced by you. 2