

Chapter 23

NEW MEDIA: TARGET

Meaning:

Few decades ago, when new media was taking shape in India, only elite and sophisticated persons used to collect and disseminate information in between. For a long time, new media reached in the age group of 12-25 years are hooked on to computers or mobile phones. Interestingly, these people are more connected to each other through the internet. At present, new media have content for all the age group of people in the society.

THE YOUTH AUDIENCE

New media is quite popular among the youth. They spend more time with computer any try to share there experiences, ideas and information. But youth are exposed to too much of information, it often leaves them thoroughly confused. This is called **information overload**.

- Apart of information overload, today youth also suffers from what is, know as *information fatigue*.
- Information overload and information fatigue are the situations, where information is too much and youth is unable to use it.
- To avoid such kind of problems youth should categorize the information according to his needs, priorities and requirements.
- Classification of information into categories like 'most important', 'important', and 'not so important'.

THE CREATIVITY FACTOR

- The most creative factor of new media is story telling or a narrative writing style.
- Story telling is the traditional and most powerful forms of communication.
- To make the content more interesting, each story is broken into sections and sub sections. So, it's easier to read and follow.
- Stories on new media are highlighted on the home pages.
- New media stories have attractive visuals and a good introductory paragraph.
- The main story is kept very short and crisp.

NEW MEDIA AND INTERPERSONAL RELATIONS

- The regular media such as the television, radio, and newspaper allows only one-way communication. Whereas social media gives a platform for interaction among the users.
- Social media is more liberating and comfortable to interact online in place of conversing face-to-face because of nervousness.
- Another advantage of social media is that people can get out of the boundaries of geographical

proximity for connecting to people with same interest.

- Social media sustains the relations which might have been at a disadvantage due to the absence of geographical proximity.
- People are becoming more social with the use of social media; there has been an inevitable shift in our ways of communication.
- More to more online interaction has had to reduce fact-to-face interaction.

NEW MEDIA AND BUSINESS OPPORTUNITIES

- New media comes up with the opportunities to start small and medium enterprises known in short as SMEs.
- To start a setup in New Media, there is no need of huge money. It can start with a small office in a small room and start their operations.
- Niche websites are ones that contain very specialized content like travel, health, sports etc.
- You can start e-learning based websites, where the only cost is in designing and buying space to put the content.
- You can go with the online shopping sites that facilitate the buying and selling process for their customers.

DO YOU KNOW

- In 1989, English scientist Tim Berners-Lee had built the first web browser.

- Rediff.com was the first website domain name registered in India in 1996.

MAXIMIZE YOUR MARKS

- Visit the websites of BBC Hindi and Zee news Hindi and make a list of the news/information being posted for the society.
- Collect some biographical details of Edward de Bono from the Internet. Try to write a small report on his contribution to the development of creativity.
- Talk to your classmates or friends and find out their opinions on the use of new media.