



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – I –Media and Communication Technology – SVCA5302

UNIT I

HYPERMEDIA

Hypermedia, an extension of the term hypertext, is a nonlinear medium of information which includes graphics, audio, video, plain text and hyperlinks. This contrasts with the broader term multimedia, which may include non-interactive linear presentations as well as hypermedia. It is also related to the field of electronic literature. The term was first used in a 1965 article by Ted Nelson.

The World Wide Web is a classic example of hypermedia, whereas a non-interactive cinema presentation is an example of standard multimedia due to the absence of hyperlinks.

The first hypermedia work was, arguably, the Aspen Movie Map. Bill Atkinson's HyperCard popularized hypermedia writing, while a variety of literary hypertext and hypertext works, fiction and nonfiction, demonstrated the promise of links. Most modern hypermedia is delivered via electronic pages from a variety of systems including media players, web browsers, and stand-alone applications (i. e., software that does not require network access). Audio hypermedia is emerging with voice command devices and voice browsing.

WEB 2.0

Web 2.0 (also known as Participatory) Social Web refers to websites that emphasize user-generated content, ease of use, participatory culture and interoperability (i.e., compatible with other products, systems, and devices) for end users.

The term was invented by Darcy DiNucci in 1999 and later popularized by Tim O'Reilly and Dale Dougherty at the O'Reilly Media Web 2.0 Conference in late 2004. The Web 2.0 framework specifies only the design and use of websites and does not place any technical demands or specifications on designers.

A Web 2.0 website allows users to interact and collaborate with each other through social media dialogue as creators of user-generated content in a virtual community. This contrasts the first generation of Web 1.0-era websites where people were limited to viewing content in a passive manner.

For Examples of Web 2.0 features include social networking sites or social media sites (e.g., Facebook), blogs, wikis, folksonomies ("tagging" keywords on websites and links), video sharing sites (e.g., YouTube), image sharing sites (e.g., Flickr), hosted services, Web applications ("apps"), collaborative consumption platforms, and mashup applications.

Whether Web 2.0 is substantially different from prior Web technologies has been challenged by World Wide Web inventor Tim Berners-Lee, who describes the term as jargon. His original vision of the Web was "a collaborative medium, a place where we [could] all meet and read and write. On the other hand, the term Semantic Web (sometimes referred to as Web 3.0) was coined by Berners-Lee to refer to a web of content where the meaning can be processed by machines.

THE CHARACTERISTICS OF NEW MEDIA

New media refers to a wide range of changes in media production, distribution and use. These are more than technological changes, they are also textual, convention and cultural. There are also five concepts to define the key characteristics of the field of new media as a whole. They are:

Digitality:

New media are often referred to 'digital media' or 'digital new media' because the process is done through computer. In a digital process all input data are converted into numbers. In terms of communication and representational media this 'data' usually takes the form of qualities such as light or sound or represented space which have already been coded into a 'cultural form' (analogue form), such as written text, graphs and diagrams, photographs, recorded moving images, etc.

These are then processed and stored as numbers and can be output in that form from online sources, digital disks, or memory drives to be decoded and received as screen displays, or they can be output as hard copy.

Interactivity:

Digital media offer us a significant increase in our opportunity to manipulate and intervene in media. These multiple opportunities are often referred to as the interactive potential of new media. Interactivity is understood as one of the key 'value added' characteristics of new media as it offers opportunities for making connections between individuals, within organisations and individuals and organisations. Much of this connectivity will be of the registrational interactivity mode defined above where individuals add to, change, or synthesise the texts received from others. However, when email and chat sites are considered from the point of view of human communication, ideas about the degree of reciprocity between participants in an exchange are brought into play. So, from Communication studies point of view, degrees of interactivity are further broken-down on the basis of the kinds of communication that occur within computer-mediated communication (CMC).

Hypertext:

The prefix 'hyper' is derived from a Greek word which has the meaning of 'above, beyond, or outside'. Hence hypertext has come to describe a text which provides a network of links to other texts that are 'outside, above, and beyond' itself.

It can be defined as a work which is made up from discrete units of material in which each one carries a number of pathways to other units.

The work is a web of connection which the user explores using the navigational aids of the interface design. Each discrete 'node' in the web has a number of entrances and exits or links.

Dispersal:

To suggest key differences that distinguish 'new media' from existing forms of mass media, dispersal will explore the idea that what confronts us is a dispersed media system. In order to understand new media one has to develop a framework that recognizes the way in which both the production and distribution of new media have become decentralised, highly individuated and woven ever more closely into the fabric of everyday life.

This dispersal is the product of shifts in our relationships with both the consumption and production of media texts.

Virtuality:

The more abstract concept 'virtuality' or the 'the virtual' is the topic of many academic texts about contemporary media and culture. Virtual reality is applied to several different forms of media and image technologies simultaneously, and beyond these to the very character of everyday life in technologically advanced societies.

We meet the 'virtual' in discussions of the Internet and the World Wide Web; immersive, 3D, and spectacular image technologies; screen-based multimedia (virtual desktops and 'windows') and in the transformation and convergence of older media as in digital cinema, video, and computer animation.

In the extensive body of literature about VR there are two major but intertwined reference points. First, it is used to describe the experience

of immersion in an environment constructed with computer graphics and digital video with which the 'user' has some degree of interaction.

COMMUNICATION REVOLUTION

The underlying technology was invented in the later half of the 19th century, including Babbage's analytical engine and the telegraph. Digital communication became economical for widespread adoption after the invention of the personal computer. The digital revolution converted technology that previously was analog into a digital format. By doing this, it became possible to make copies that were identical to the original.

Origins

In 1947 the transistor was invented, leading the way to more advanced digital computers. In the 1950s and 1960s the military, governments and other organizations had computer systems. The public was first introduced to the concepts that would lead to the Internet when a message was sent over the ARPANET in 1969. Packet switched networks such as ARPANET, Mark I, CYCLADES, Merit Network, Tymnet, and Telenet, were developed in the late 1960s and early 1970s using a variety of protocols.

The 1970s

The 1970s saw the introduction of the home computer, time-sharing computers, the video game console, the first coin-op video games, and the subsequent golden age of arcade video games.

The 1980s

In developed nations, computers achieved semi-ubiquity during the 1980s as they made their way into schools, homes, business, and industry. Automated teller machines, industrial robots, CGI in film and television, electronic music, bulletin board systems, and video games all fueled what became the zeitgeist of the 1980s. Millions of people purchased home computers, making household names of early personal computer manufacturers such as Apple, Commodore, and Tandy.

Motorola created the first mobile phone, Motorola DynaTac in 1983. However, this device used analog communication digital cell phones were not sold commercially until 1991 when the 2G network started to be opened in Finland.

The first true digital camera was created in 1988, and the first were marketed in December 1989 in Japan and in 1990 in the United States.

The 1990s

Tim Berners-Lee designed the World Wide Web, first brainstorming the general concept in March 1989 and writing the code and server in the last months of 1990. The first public digital HDTV broadcast was of the 1990 World Cup that June. it was played in 10 theaters in Spain and Italy.

However HDTV did not become a standard until the mid 2000s outside of Japan.

The 2000s

Cell phones became as ubiquitous as computers by the early 2000s, with movie theaters beginning to show ads telling people to silence their phones. They also became much more advanced than phones of the 1990s, most of which only took calls or at most allowed for the playing of simple games.

In late 2005 the population of the Internet reached 1 billion, and 3 billion people worldwide used cell phones by the end of the decade. HDTV became the standard television broadcasting format in many countries by the end of the decade.

The 2010s

The widespread use and interconnectedness of mobile networked devices and mobile telephony, internet websites and resources, and social networking have become a de facto standard in digital communication. By 2012, over 2 billion people used the Internet, twice the number using it in 2007.

Cloud computing had entered the mainstream by the early 2010s. By 2015, tablet computers and smartphones are expected to exceed personal computers in Internet usage.

OLD VS NEW MEDIA

TRADITIONAL MEDIA

Mass media plays a crucial role in connecting the world of individuals. It has the ability to reach wide audiences with strong and influential messages which impact upon society. Television and Radio have been influential on people's daily lives and routines, affecting the content and times that audiences watch and listen. The mass media has at least three important roles to play: to inform, to educate and to influence opinion. These distinctive features of traditional media have been challenged by new media, which is changing the participation habits of the audiences.

Radio broadcasting services were introduced in 1930s while television services started in 1963. In the early days, people gathered around the radio set in the evening to listen to popular network programmes. When television finally became a living room reality, people sat around TV sets watching their favourite shows. In 1969, both radio and television were grouped under the Ministry of Information. The pace of development quickened, and it was then that round the clock radio services in various languages started.

Mass media enables people to participate in events and interact with communities over long distance. One needs only to think of democratic elections, World Cup soccer and royal weddings to appreciate the intensity with which people can share in these events. TV, radio and newspapers bring the outside world into our homes. The broadcast times of programmes set the routine of life within homes. Their content provides viewers and listeners with something to talk about for days. Traditional media has served as a companion as well as an important source of information for the audience.

All these worked until a decade ago when new media emerged with all the fanfare of technological innovation.

NEW MEDIA

This should be the golden age for new media. We have the technology. We have the professionals to deliver high quality services. We have a great hunger among people for reliable, timely and useful information. Welcome to the digital and internet revolution!

As confidence in the media grows, a crisis is creeping up on one side. In the push for more channels and choices, market models have been depressingly uniform. As a result, local content suffers, and cultural values are weakened in the process.

It is little surprise then that there is a growing debate about how to put quality back into traditional media and curb the influence of the increasingly powerful elite. The argument is that the media market itself cannot protect pluralism and diversity, and people need information services outside the market.

Now, fast developing technology is fuelling an information revolution. The new media, digital broadcasting and the internet are sweeping away the limitations of the analogue world and weakening the grip of government-owned platforms. The nature of the relationship between the broadcaster and its audience is changing. New media in this information age provides an immediate, informative, intelligent, interactive platform for discussion and debate.

New media is essentially a cyber culture with modern computer technology, digital data controlled by software and the latest fast developing communication technology. Most technologies described as “new media” are digital, and often have characteristics of being networkable, dense, compressible, interactive and impartial. Examples are the internet, websites, computer multimedia, games, CD-ROMs and DVDs. Young people are attracted to the easy means of getting information

with internet based terminals or hand phones which provide them information of their choice anytime, anywhere. They need not have to wait for any broadcasting schedule to be connected to get the information.

Internet blogs, news portals and online news, Facebook, You Tube, podcast and webcast, and even the short messaging system (SMS), are all new media. The modern revolution enables everybody to become a journalist at little cost and with global reach. Nothing like this has ever been possible before. The impact of new media was noticed by the Malaysian government which lost its two thirds majority in Parliament during the 2008 general elections. The government then depended on the mainstream media which it controlled to give information to the electorate while the opposition used new media which was faster, cheaper and reached a bigger audience. Ironically it was the government which spent billions of ringgit to foster the growth of new technology.

“It is no secret that I believe the new media plays an important role in our political and civic future.” This was a comment made by Dato Seri Najib Tun Razak, as reported by Bernama News in 2009. What we are witnessing today is the emergence of a global culture in which information and access to information will be the factor that determines which way power and prosperity will go. It is a global system that transcends national borders and institutions and allows people to gain knowledge at the press of a few buttons (on their computers of course).

The emergence of blog streams is a reflection on society’s awareness of the importance of information dissemination. Unfortunately this ‘leeway’ has provided room for manipulation by irresponsible users. Such a situation gives rise to a poser. The trials and tribulations created by new media have impacted on society and nation. Repercussions are reflected in people’s thinking.

Prof Madhya Dr Abu Hassan Hasbullah of Media Studies in the University of Malaysia says that new media is like a ‘new trust’ that traverses all boundaries of politics, economy and religion. “It is embraced by almost all of the people in the world,” he told Bernama news on 10 October 2009. New media wields great influence over the younger generation as they are IT-savvy and have an ‘urge to know’. There are concerns among the authorities that parties with vested interests would manipulate this new media to further their purportedly “subversive” objectives. In Malaysia, where the population is multi-ethnic and multi-religious, the challenges posed by new media seem to be getting more critical.

YOUNG PEOPLE & NEW MEDIA

- Blogs
- Bulletin Board Systems
- Online Chat
- Cybersex
- E-Commerce
- Online Games
- Internet memes
- Peer-to-peer file sharing
- Social networks
- Usenet
- Virtual worlds

Blogs

A **blog** (a truncation of the expression **web log**) is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject.

Bulletin board Systems

A **bulletin board system**, or **BBS**, is a computersystem running software that allows users to connect and log into the system using a terminal program. Once logged in, a user can perform functions such as uploading and downloading software and data, reading news and bulletins, and exchanging messages with other users, either through email, public message boards, and sometimes via direct chatting.

Online Chat

Online chat may refer to any kind of communication over the Internet that offers a real-time transmission of text messages from sender to receiver. Chat messages are generally short in order to enable other participants to respond quickly.

Cybersex

Cybersex also called virtual sex encounter in which two or more people connected remotely via computer network send each other sexually explicit messages describing a sexual experience. In one form, this fantasy sex is accomplished by the participants describing their actions and responding to their chat partners in a mostly written form designed to stimulate their own sexual feelings and fantasies.

E-Commerce

E-Commerce is trading in products or services conducted via computer networks such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Online Games

An **online game** is a video game played over some form of computer network. Online games can range from simple text based environments to games incorporating complex graphics and virtual worlds populated by many players simultaneously. Many online games have associated online communities, making online games a form of social activity beyond single player games.

Internet memes

An **Internet meme** is an activity, concept, catchphrase or piece of media which spreads, often as mimicry, from person to person via the Internet.

Peer-to-peer files sharing

Peer-to-peer file sharing is the distribution and sharing of digital media using peer-to-peer (P2P) networking technology. P2P file sharing allows users to access media files such as books, music, movies, and games using a P2P software program that searches for other connected computers on a P2P network to locate the desired content.

CYBER CULTURE IN NEW MEDIA

Cyber culture or **computer culture** is the culture that has emerged, or is emerging, from the use of computer networks for communication, entertainment, and business. It is also the study of various social phenomena associated with the Internet and other new forms of the network communication, such as online communities, online multi-player gaming, wearable computing, social gaming, social media, mobile apps, augmented reality, and texting, and includes issues related to identity, privacy, and network formation.

Cyber culture includes various human interactions mediated by computer networks. They can be activities, pursuits, games, places and metaphors, and include a diverse base of applications. Some are supported by specialized software and others work on commonly accepted web protocols.

Cyberspace

Cyberspace refers to the virtual computer world, and more specifically, is an electronic medium used to form a global computer network to facilitate online communication.

DIGITAL DIVIDE

Digital divide is a term that refers to the gap between demographics and regions that have access to modern information and communications technology, and those that don't or have restricted access. This technology can include the telephone, television, personal computers and the Internet.

E-GOVERNANCE

E-governance is the application of information and communication technology (ICT) for delivering government services, exchange of information communication transactions, integration of various stand-alone systems and services between government-to-customer e-Government.

E-Government or Electronic Government is the delivery of more convenient, customer-oriented and cost effective public services and sharing of information through electronic media. Specifically, e-Government harnesses information and communication technologies to transform relations with citizens, businesses, and other arms of government.

Objectives of e-Governance

The strategic objective of e-Governance is to support and simplify governance for government, citizens and businesses. The use of ICT can connect all three parties and support processes and activities. Other objectives are to make government administration more transparent, speedy and accountable, while addressing the society's needs and expectations through efficient public services and effective interaction between the people, businesses and government.

The benefits of e-Governance

E-Governance offers many benefits and advantages for the government, corporate sector and society. E-Governance facilitates better delivery of government services to citizens, improved



interactions with business and industry, citizen empowerment through access to information, or more efficient government management. It simplifies internal operations and improves performance of government departments while helping all sections of society to avail government services at lower cost with maximum ease of use.

SOCIAL AND LEGAL FRAMEWORKS - POLICY INITIATIVES

Mass Media laws in India have a long history and are deeply rooted in the country's colonial experience under British rule. The earliest regulatory measures can be traced back to 1799 when Lord Wellesley promulgated the Press Regulations, which had the effect of imposing pre-censorship on an infant newspaper publishing industry. The onset of 1835 saw the promulgation of the Press Act, which undid most of, the repressive features of earlier legislations on the subject.

Thereafter on 18th June 1857, the government passed the 'Gagging Act', which among various other things, introduced compulsory licensing for the owning or running of printing presses;

empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication or dissemination of statements or news stories which had a tendency to cause a against the government, thereby weakening its authority.

Then followed the 'Press and Registration of Books Act' in 1867 and which continues to remain in force till date. Governor General Lord Lytton promulgated the 'Vernacular Press Act' of 1878 allowing the government to clamp down on the publication of writings deemed seditious and to impose punitive sanctions on printers and publishers who failed to fall in line.

However, the most significant day in the history of Media Regulations was the 26th of January 1950 – the day on which the Constitution was brought into force. The colonial experience of the Indians made them realise the crucial significance of the 'Freedom of Press'.

Print

The Freedom of Press and the Freedom of Expression can be regarded as the very basis of a democratic form of government. Every business enterprise is involved in the laws of the nation, the state and the community in which it operates.

Ø The Press and Registration of Books Act, 1867 – This Act regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses.

Ø The Newspaper (Prices and Pages) Act, 1956 – This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter.

Ø Delivery of Books and Newspapers (Public Libraries) Act, 1954 – According to this Act, the publishers of books and newspapers are required to deliver, free of cost, a copy of every published book to the National Library at Calcutta and one copy each to three other public libraries specified by the Central Government.

Ø The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955 – It lays down the minimum standards of service conditions for newspaper employees and journalists.

Ø Press Council Act, 1978 – Under this Act, the Press Council was reconstituted (after 1976) to maintain and improve the standards of newspaper and news agencies in India.

Broadcast

The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes.

Ø The Broadcasting Code, adopted by the Fourth Asian Broadcasting Conference in 1962 listing certain cardinal principles to be followed by the electronic media, is of prime importance so far as laws governing broadcast medium are concerned. Although, the Broadcast Code was chiefly set up to govern the All India Radio, the following cardinal principles have ideally been practiced by all Broadcasting and Television Organization.

Ø To ensure the objective presentation of news and fair and unbiased comment
Ø To promote the advancement of education and culture
Ø To raise and maintain high standards of decency and decorum in all programmes
Ø To provide programmes for the young which, by variety and content, will inculcate the principles of good citizenship

Ø To promote communal harmony, religious tolerance and international understanding

Ø To treat controversial public issues in an impartial and dispassionate manner

Ø To respect human rights and dignity

Ø Cable Television Networks (Regulation) Act, 1995 basically regulates the operation of Cable Television in the territory of India and regulates the subscription rates and the total number of total subscribers receiving programmes transmitted in the basic tier.

Ø **Direct-to-Home Broadcasting – Direct-to-Home (DTH) Broadcasting Service**, refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system and by providing TV signals directly to the subscribers' premises without passing through an intermediary such as a cable operator. The Union Government has decided to permit Direct-to-Home TV service in Ku band in India.

Film - India is one of the largest producers of motion pictures in the world. Encompassing three major spheres of activity – production, distribution and exhibition, the industry has an all-India spread, employing thousands of people and entertaining millions each year. The various laws in

force regulating the making and screening of films are,
The Cinematograph Act, 1952

The Cinematograph Act of 1952 has been passed to make provisions for a certification of cinematographed films for exhibitions by means of Cinematograph. Under this Act, a Board of Film Censors (now renamed Central Board of Film Certification) with advisory panels at regional centres is empowered to examine every film and sanction it whether for unrestricted exhibition or for exhibition restricted to adults. The Board is also empowered to refuse to sanction a film for public exhibition.

The Copyright Act, 1957

According to this Act, 'copyright' means the exclusive right to commercially exploit the original literary, dramatic, artistic, musical work, sound recordings or cinematographic films as per the wishes of the owner of copyright subject to the restrictions imposed in the Act. Although this Act, is applicable to all the branches of media, in some areas it is specific to this particular genre. In the case of a Cinematographed film, to do or to authorise the doing of any of the following acts would lead to the infringement of copyright.

Cine Workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981

This legislation affords a measure of protection to those employed in the industry by imposing certain obligations on motion picture producers and theatre owners concerning the former's condition of service.

Advertising

Advertising communication is a mix of arts and facts subservient to ethical principles. In order to be consumer-oriented, advertisement will have to be truthful and ethical. It should not mislead the consumer. If it so happens, the credibility is lost.



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SOCIAL MEDIA SITES

1. Facebook

Most of us already know that Facebook is the top social network on the web. It's a thriving beast of a social networking site on the web over a billions users. Despite holding the spot on the entire Internet for years now, it has to lead you to wonder just how long and what it might take for Facebook to eventually be brought down to a lower spot on the popular social site list. Time will only tell.

2. Twitter

Like Facebook, Twitter has also changed dramatically over the years, becoming a top source for real-time news sharing. For a microblogging site with a 140-character text limit, Twitter sure has made its mark online. Its an ideal platform for mobile users, and Twitter Card integration make it easy to share all sorts of multimedia content in tweets.

3. Google+

Making its debut in the early summer of 2011, Google+ became the fastest growing social network the web has ever seen. After failing a couple times already with Google Buzz and Google Wave, the search giant finally succeeded at creating something that people are actually excited about using -- especially alongside all the other popular Google apps and services. But 2 years ago stopped.

4. YouTube

Where does everyone go to watch or share video content online? It's obviously YouTube. After Google, YouTube is the second largest search engine. Although owned by Google and now tied right into our Google+ accounts, YouTube can still be recognized as a separate social network all on its own as one that revolves entirely around content like video production, vlogging, movie-making and music sharing.

5. LinkedIn

Anyone who needs to make professional connections should be on LinkedIn. Known as the social network for your career, LinkedIn is right up there with Facebook, Twitter and Google+. Individuals can promote themselves and their businesses, outline their education and work experience, make connections with other professionals, interact in group discussions, post job ads or apply for jobs.

6. Instagram

Instagram has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen. It's the ultimate social network for sharing real-time photos and short videos while on the go. The app started by being exclusively limited to the iOS platform, but has since expanded to Android and, Windows Phone also the web. Instagram was bought for a hefty \$1 billion in 2012.

7. Pinterest

Pinterest is quickly becoming a major player in social networking, and proves just how important visual content has become on the web. As the fastest standalone site ever to reach 10 million monthly unique visits, Pinterest's beautiful and intuitive pinboard-style platform on the web and on mobile is one of the most incredible resources for collecting the best images and categorizing them on your own boards.

8. Tumblr

Tumblr is an extremely popular social blogging platform heavily used by teens and younger users. Like Pinterest, it's popular for sharing visual content. You can customize your blog theme, post all different types of content formats, follow other users and be followed back. Reblogging and “liking” is a popular way to interact. If you post great content, you might be surprised to see how many followers you can attract.

9. Vine

Vine is mobile video-sharing app owned by Twitter. One of the most convenient things about Vine is that its videos can be directly embedded inline on Twitter when shared through a tweet or even embedded on a website. Videos play on autoloop and are limited to a maximum of six seconds, but that doesn't stop it from being such a powerful social network. Many prefer it over Instagram video.

10. Snapchat

Snapchat is a social network based on instant messaging, and it's totally mobile-based. It's one of the fastest growing apps out there, building its popularity on the idea of self-destructing "snaps" photos or short videos you take to chat with friends before they automatically delete after viewing. It's a massive social app for kids. If you're unfamiliar, check out this step-by-step tutorial on how to use Snapchat.

PODCAST

A **podcast** is a digital medium consisting of an episodic series of audio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. The word is a neologism and portmanteau derived from "broadcast" and "pod" from the success of the iPod, as audio podcasts are often listened to on portable media players.

Merriam Webster defines Podcast: a program (as of music or talk) made available in digital format for automatic download over the Internet.

A list of all the audio or video files associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs special client application software, known as a podcatcher, that can access this web feed, check it for updates, and download any new files in the series. This process can be automated so that new files are downloaded automatically, which may seem to the user as if the content is being broadcast or "pushed" to them. Files are stored locally on the user's computer or other device ready for offline use, giving simple and convenient access to the content. Podcasting contrasts with webcasting (Internet streaming), which generally isn't designed for offline listening to user-selected content.

As discussed by Richard Berry, podcasting is both a converged medium bringing together audio, the web and portable media player, and a disruptive technology that has caused some in the radio business to reconsider some of the established practices and preconceptions about audiences, consumption, production and distribution. This idea of disruptiveness is largely because no one person owns the technology; it is free to listen and create content, which departs from the

traditional model of 'gate-kept' media and production tools. It is very much a horizontal media form: producers are consumers and consumers become producers and engage in conversations with each other.

VIDEO PODCASTS

A video podcast (sometimes shortened to "vodcast") includes video clips, Web television series are often distributed as video podcasts. The first video podcast is commonly believed to be a serial comedy about zombies called Dead End Days. It was broadcast from 31 October 2003 through 2004.

Since the spread of the Internet and the use of Internet broadband connection TCP, which helps to identify different applications, a faster connection to the Internet has been created and a wide amount of communication has been created. Video podcasts have become extremely popular online and are short clips of video, usually part of a longer recording. Video clips are being used on pre-established websites and more and more websites are being created solely for the purpose of video clips and podcasts. Video podcasts are being streamed on intranets and extranets, private and public networks, and taking communication through the Internet to whole new levels.

Most video clips are now submitted and produced by individuals and are becoming more common. Video podcasts are also being used for web television, commonly referred to as Web TV, which is a rapidly growing genre of digital entertainment, using various forms of new media to deliver original shows or series to an audience. Delivered originally online via broadband and mobile networks, web television shows, or web series. Video podcasts used for web television are typically short-form, anywhere from 2–9 minutes per episode. Typically they are used for advertising, video blogs, amateur filming, journalism and convergence with traditional media. Some popular video podcasts include the Yogpod and the Rooster Teeth podcast which are both featured on YouTube, iTunes, and their own website.

Video podcasting is also helping build business, especially in the sales and marketing sectors. Through video podcasts, businesses both large and small can advertise their wares and services in a modern, cost-effective way. In the past, big businesses had better access to expensive studios where sophisticated advertisements were produced, but now even the smallest businesses can create high-quality media with just a camera, editing software and the Internet.

BLOG

A **blog** (a truncation of the expression **web log**) is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently "multi-author blogs" have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other "microblogging" systems helps integrate MABs and single-author blogs into societal newstreams. Blog can also be used as a verb, meaning to maintain or add content to a blog.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users. (Previously, a knowledge of such technologies as HTML and FTP had been required to publish content on the Web.)

A majority are interactive, allowing visitors to leave comments and even message each other via GUI widgets on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. There are high-readership blogs which do not allow comments, such as Daring Fireball.

Many blogs provide commentary on a particular subject; others function as more personal online diaries; others function more as online brand advertising of a particular individual or company. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art (art blogs), photographs (photoblogs), videos (video blogs or "vlogs"), music (MP3 blogs), and audio (podcasts). Microblogging is another type of blogging, featuring very short posts. In education, blogs can be used as instructional resources. These blogs are referred to as edublogs.

On 16 February 2011, there were over 156 million public blogs in existence. On 20 February 2014, there were around 172 million Tumblr and 75.8 million WordPress blogs in existence worldwide. According to critics and other bloggers, Blogger is the most popular blogging service used today, however Blogger does not offer public statistics. Technorati has 1.3 million blogs as of February 22, 2014.

SOCIAL MEDIA WRITING TIPS

1) Write Punchy Headlines

Just as in traditional media, headlines “sell” a blog or Facebook post and invite a reader to click for more. Reel the reader in with headlines that are short, punchy, and compelling, either because they tell the reader precisely what you’re offering or because they’re clever or funny.

2) Lead with the Good Stuff

Because attention spans are so short on the web, a writer needs to make sure that the most important information leads any Facebook post, blog post or tweet and then the ensuing narrative explains and expands on it. The leading words should give the reader a solid overview of the information in the tweet. The strongest and most compelling bit of the tweet should lead and then helpful links or a link to the rest of the story should follow.

3) Make Every Word Count

This is of utmost importance on Twitter, where a writer is allowed only 140 characters, but it is also important on Facebook and in blogging. Writing short is a lot harder than it looks. You must choose your words wisely, and be concise. As stated above, always keep in the mind the communication goal of a particular post, as well as how the tweet, FB or blog post supports the overall goal of your social presence. Keeping the post really short – ≈85-100 characters (Twitter); ≈30 words (Facebook); – also makes your tweet more “Retweet Friendly,” or a FB post more “share”-worthy since it allows a user who is re-posting it to add to it.

4) Keep It Simple

Tell your story simply and clearly. Don’t try to cram too much information into a single post less is more. Also, link directly to other online sources, and always link to the full story, rather than just a home page. Thirdly, avoid the temptation to fit more into a post by the liberal use of abbreviations. Such shorthand might maximize your character count, but they read like a teenager’s text message.

5) Graphics Expand on the Story

People are visual. Just as a good image or graphic complements a news story, so does a picture on Facebook, Twitter or a blog. Think about what graphic will help to make an impact and visually describes your headline and what audiences should take away from the post.

6) People Make Things Interesting

People respond to people which helps to explain the phenomenon of social media. The tone of a writer drives an individual's decision to "follow", "fan", or "share" and add to the content. That means talking to folks liberally, as well as adopting a conversational tone and community spirit and writing about how people are affected by a situation or event.

7) Consider the reader

The immediacy of social media might tempt a writer to dash off a post with little forethought. Respect your audience of followers, spending more time thinking about what to write, your goals for a presence on the social network as well as, the goal of each individual post.

WIKIS

A wiki is a web application which allows people to add, modify, or delete content in collaboration with others. In a typical wiki, text is written using a simplified markup language or a rich-text editor. While a wiki is a type of content management system, it differs from a blog or most other such systems in that the content is created without any defined owner or leader, and wikis have little implicit structure, allowing structure to emerge according to the needs of the users.

The encyclopedia project Wikipedia is the most popular wiki on the public web in terms of page views, but there are many sites running many different kinds of wiki software. Wikis can serve many different purposes both public and private, including knowledge management, notetaking, community websites and intranets. Some permit control over different functions (levels of access). For example, editing rights may permit changing, adding or removing material. Others may permit access without enforcing access control. Other rules may also be imposed to organize content.

SOCIAL BOOK MARKING

A **social bookmarking** service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents. Many online bookmark management services have launched since 1996; Delicious, founded in 2003, popularized the terms "social bookmarking" and "tagging". Tagging is a significant feature of social bookmarking systems, enabling users to organize their bookmarks in flexible ways and develop shared vocabularies known as folksonomies.

Benefit From Social Bookmarking

Social bookmarking and social news allow you to specifically target what we want to see. Instead of going into a search engine, typing something in, and then searching for that needle in a haystack, we can quickly narrow down the items to what you are looking for.

Because many social bookmarking sites display recently added lists and popular links, we can both stay current and see relevant information.

For example, let's say we are interested in learning more about social shopping. We might search for social shopping on one of these sites and come up with two articles: one with a hundred votes and one with two votes.

It's pretty easy to tell that the article with a hundred votes might be your best choice. And this is a lot easier than putting "social shopping" into a search engine and seeing page after page after page of links that may or may not be useful.

So, what started out as a way to send bookmarks to friends has really grown into social search engines. We no longer need to page through thousands of results to find a needle in a haystack. Now, you can simply go to a social bookmarking site, choose the category or tag that matches your interest, and find the most popular websites.

BROADCAST COMMUNITIES

Community broadcasters can be generally defined as those which are independent, not-for-profit, and governed by and in the service of the **communities** they serve. They form an important “third pillar” of media, alongside commercial and public broadcasters, and are a crucial part of a healthy, pluralistic media sector.

Consumer oriented media

Social media such as Facebook, Google+, LinkedIn and Twitter exploit consumers. Some are also designed as 'islands' or 'walled gardens', with the content accessible within a single service rather than on the open Web. Social media should be designed to suit the needs of consumers rather than corporations.

SOCIAL MEDIA LAW

Social media law is a developing area of the law that includes both criminal and civil aspects. Generally, it covers legal issues related to user-generated content and the online sites that host or transmit it.

Risky behavior

For both trademark and copyright infringement, a rights-holder can file a takedown request with the social media platform (e.g., Twitter, YouTube) to have the infringing post removed. This was the case when drugstore chain Duane Reade posted a paparazzi photo of Katherine Heigl carrying the drugstore chain's shopping bags.

Train your staff

From your CMO to the intern, everyone with access to the company's social media accounts should be trained in basic intellectual property law principles. They need to understand the social media laws and regulations. Whether you have a company-wide training or a guidebook for reference, your team should keep these principles in mind when posting (or re-posting) on behalf of the company.

Copyrights:

Inquire about the origin of artwork, music, photos, videos, etc.

Obtain permission to use a work on a social media? Ensure all planned uses (especially any off-platform uses) were disclosed to the rights holder.

Avoid posts that encourage followers to infringe (e.g., a tweet asking followers to upload their version of a pop star's famous song).

For licensed works, confirm that the license covers the intended use (for example, a license may cover music to be played at an event but not allow for YouTube videos of the event).

Plan your posts (as much as possible)

Social media is intended to be just that, social. Accounts that have the highest engagement appear effortless and spontaneous. But anyone has worked in marketing knows that a great deal of

planning goes into social media campaigns. While it's important to have an active pulse on current conversations, this culture of "reactvertising" can strain the balance between legal and marketing.



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DEPARTMENT OF VISUAL COMMUNICATION

UNIT –III –Media and Communication Technology – SVCA5302

UNIT III

SOCIAL MEDIA MARKETING

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Marketing with Social Media

- **Planning** – Building a social media marketing plan is essential. Consider keyword research and brainstorm content ideas that will interest our target audience.
- **Content is King** — **content reigns king** when it comes to social media marketing. Make sure we are offering valuable information that your ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and info graphics in addition to classic text-based content.
- **Consistent Brand Image** — **Using social media for marketing** enables our business to project the brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, business' core identity should stay consistent.
- **Blog** — Blogging is a great social media marketing tool that lets you share a wide array of information and content with readers. Company blog can also serve as our **social media marketing blog**, in which you blog about your recent social media efforts, contests, and events.
- **Links** — While using social media for marketing relies primarily on your business sharing its own unique, original content to gain followers, fans, and devotees, it's also great to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Linking to outside sources improves trust and reliability, and you may even get some links in return.
- **Track Competitors** — It's always important to keep an eye on competitors, they can provide valuable data for keyword research, where to get industry-related links, and other social

media marketing insight. If your competitors are using a certain social media marketing technique that seems to be working for them, do the same thing, but do it better!

- **Measure Success with Analytics** —You can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your triumphant **social media marketing techniques**, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them.

SOCIAL MEDIA ADVERTISING

Social network advertising, is a group of terms that are used to describe forms of Online advertising that focus on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, Myspace, Friendster, Bebo, Orkut, etc.) is that advertisers can take advantage of the users demographic information and target their ads appropriately.

Social media targeting combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media targeting, advertisements are distributed to users based on information gathered from target group profiles.

Social network advertising is not necessarily the same as social media advertising. Social media targeting is a method of optimizing social media advertising by using profile data to deliver advertisements directly to individual users. Social media targeting refers to the process of matching social network users to target groups that have been specified by the advertiser.

social communities users provide demographic information, interests, and images. This information is accessed by social media targeting software and enables advertisers to create display ads with characteristics that match those of social network users. The important component of social media targeting is the provision of the users' socio-demographic and interest information. By using this information, social media targeting makes it possible for users to see advertisements that might actually interest them. The availability of user data allows for detailed analysis and reporting, which is a big part of social media targeting and what makes it more effective than statistical projections alone.

Advantages

- Advertisers can reach users who are interested in their products
- Allows for detailed analysis and reporting (including Business Intelligence)

- The information gathered is real, not from statistical projections
- Does not access IP-Addresses of the users

INTEGRATED MARKETING STRATEGY

Integrated marketing strategies take advantage of a combination of communication tools and media to spread a message. By combining various tools, marketers are able to ensure that their audience is reached and can leverage the various tools in ways that are most effective. Integrated marketing draws upon the power of traditional advertising and public relations efforts, as well as the use of new, online communication tools that include social media.

Example:

Social media represents even more opportunities for leveraging integrated marketing strategy to increase awareness and preference for products and services. The use of tools, including Twitter, Facebook or MySpace, to connect with various audiences, combined with blogs, websites and other online tactics have exponentially broadened the reach, and lessened the cost, of communicating with the masses.

SOCIAL MEDIA CAMPAIGN

Social media marketing is the process where a business owner, such as yourself, uses the power of sites like Facebook, Twitter and Tumblr to promote your brand or products. Because traffic from social media sites is usually highly targeted, the visitors are more likely to turn into customers and buyers than visitors who find your site via a search engine query. Another important benefit of traffic from social media is that it is essentially free or relatively low cost compared to other forms of traffic generation. However, social media marketing is a time consuming and very involved effort that is not appropriate for everyone. This form of marketing requires a good deal of involvement, both in terms of keeping up with all the latest trends and in maintaining ongoing relationships with customers and fans. Social media invites a two-way conversation between the poster of the information and the reader. If the business owner ignores the second part of the equation, then the marketing effort is most likely doomed to fail. In order to execute a successful social media marketing campaign, the business owner should review this list of traits that define a successful campaign.

What do your audience want: if you're not sure, carry out a survey on existing and/or possible consumers to learn about what they would look for from your company. You can structure your promotional activities around your findings.

Post regular, useful or entertaining updates: The more often you share interesting or informative content with your fans and followers, the more often you will catch their attention. While to many it may seem counterproductive to spend your time finding an article or blog post that your fans would like and then sharing it, it actually builds credibility and authority in the eyes of your readers. Over time, your brand or website will become known as something to trust in the mind of your readers. When it comes time for them to make purchasing decisions, the value of that trust cannot be overstated.

Build relationships: As mentioned above, creating relationships with your customers is one of the parts of social media marketing that gives it so much power. You can build these relationships by posting updates that users actually want to read, not just a never ending stream of sales pitches. Use your updates to inform, entertain and address the needs of your customers. Open up a two-way conversation with them via the comments sections and message boards that many social media sites include. These relationships build credibility and help keep your company in the mind of the reader.

Maintain a consistent message: This is where a social media manager or the hiring of an SEO services company comes in really handy. When you are posting information across several different sites, it is easy for the message you are trying to convey to become garbled as you try to tailor that message for a variety of media and audiences. The voice you choose for Facebook will not work on Reddit or Tumblr, and many business owners do not have the experience or the time to learn the local lingo of all the various social media outlets. If you do not have the budget for an SEO services company, then it is best to limit yourself to the social media sites that you are comfortable writing for. Many website communities are rude, if not outright hostile, to someone who shows up and obviously has no interest in the site other than posting their own promotional material.

Be careful of what you post: In the rush to get new postings out the door, it is often tempting to skip editing, proofreading and screening of the content. However, this is a very dangerous game. Unfiltered content has been the downfall of many companies trying to establish a social media

presence, and some companies have even lost their entire business because they allowed someone to post rude or demeaning comments directed at unhappy customers. Even a simple spelling error can turn an innocent post into a racial slur, so it is imperative that you screen, edit and proofread all content before posting it.

Alongside social media, there are other ways to promote your business on the Internet: If your company has a website, highlight your promotions on your website's main page. Go as far as to create a web page about your promotion, and then create a link that you can place on other websites. Collect email addresses from your customers and send them your promotional offers. Other than a few moments of your time, this is a great way to advertise without spending a cent.

E-COMMERCE

Electronic commerce, commonly known as **E-commerce**, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail, mobile devices, social media, and telephones.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions. This is an effective and efficient way of communicating within an organization and one of the most effective and useful ways of conducting business. It is a market entry strategy where the company may or may not have a physical presence.

Types of e-commerce

The major different types of e-commerce are:

- business-to-business (B2B).
- business-to-consumer (B2C).
- business-to-government (B2G).
- consumer-to-consumer (C2C).
- mobile commerce (m-commerce).

B2B e-commerce

B2B e-commerce is simply defined as e-commerce between companies. This is the type of e-commerce that deals with relationships between and among businesses. About 80% of e-commerce is of this type, and most experts predict that B2B e-commerce will continue to grow faster than the B2C segment.

The B2B market has two primary components: e-infrastructure and e-markets. E-infrastructure is the architecture of B2B, primarily consisting of the following:

- logistics - transportation, warehousing and distribution (e.g., Procter and Gamble);
- Web-based commerce enablers (e.g., Commerce One, a browser-based, XML-enabled purchasing automation software).

E-markets are simply defined as Web sites where buyers and sellers interact with each other and conduct transactions.

Example:

The more common B2B examples and best practice models are IBM, Hewlett Packard (HP), Cisco and Dell.

B2C e-commerce

Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods (i.e., books or consumer products) or information goods (or goods of electronic material or digitized content, such as software, or e-books); and, for information goods, receiving products over an electronic network.

B2G e-commerce

Business-to-government e-commerce is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations. This kind of e-commerce has two features: first, the public sector assumes a pilot/leading role in establishing e-commerce; and second, it is assumed that the public sector has the greatest need for making its procurement system more effective.

C2C e-commerce

Consumer-to-consumer e-commerce is simply commerce between private individuals or consumers. This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers.

Example:

- auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web.

M-commerce

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless technology-i.e., handheld devices such as cellular telephones and personal digital assistants (PDAs). Japan is seen as a global leader in m-commerce.

M-commerce includes:

- **Financial services**, including mobile banking, as well as brokerage services (in which stock quotes can be displayed and trading conducted from the same handheld device).
- **Telecommunications**, in which service changes, bill payment and account reviews can all be conducted from the same handheld device.
- **Service/retail**, as consumers are given the ability to place and pay for orders on-the-fly.
- **Information services**, which include the delivery of entertainment, financial news, sports figures and traffic updates to a single mobile device.

MEDIA SHARING

Media sharing sites allow you to upload photos, videos and audio to a website that can be accessed from anywhere in the world. It can then share that media with the world or just a select group of friends. Many media sharing sites also allow to place media on other sites by 'embedding'.

Video

One of the most popular forms of media sharing sites are video sites, the most popular of which is YouTube.com. YouTube allows members to upload videos for free that can then be viewed by anyone on YouTube.com or embedded on another website or blog. YouTube has such a massive audience that people have actually become world wide stars after having videos posted there! Some of these internet celebrities have weekly shows, often just involving them talking to the camera, which regularly get 500,000 views or more. Many companies are also using YouTube as a way to create 'buzz' about their company by making a viral video that people share with all their friends.

Photos

Photo sharing sites allow to upload images in high quality, where they can be viewed by other people. Many of these sites also allow you to license out your photos under certain common usage licenses.

for example in their website, so long as they attribute it back to you and abide by certain content restrictions. Other sites allow you to get prints made at really competitive prices.

Some of the most popular photo sharing sites include flickr, photobucket, imageshack and snapfish.

Forum

An **Internet forum**, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

VIRTUAL WORLD

A **virtual world** or **massively multiplayer online world** (MMOW) is a computer-based simulated environment. The term has become largely synonymous with interactive 3D virtual environments, where the users take the form of avatars visible to others. These avatars can be textual, two or three-dimensional graphical representations, or live video avatars with auditory and touch sensations. In general, virtual worlds allow for multiple users.

The user accesses a computer-simulated world which presents perceptual stimuli to the user, who in turn can manipulate elements of the modeled world and thus experience a degree of telepresence. Such modeled worlds and their rules may draw from the reality or fantasy worlds. Example rules

are gravity, topography, locomotion, real-time actions, and communication. Communication between users can range from text, graphical icons, visual gesture, sound, and rarely, forms using touch, voice command, and balance senses.

Massively multiplayer online games depict a wide range of worlds, including those based on science fiction, the real world, super heroes, sports, horror, and historical milieus. The most common form of such games are fantasy worlds, whereas those based on the real world are relatively rare. Most MMORPGs have real-time actions and communication. Players create a character who travels between buildings, towns, and worlds to carry out business or leisure activities. Communication is usually textual, but real-time voice communication is also possible. The form of communication used can substantially affect the experience of players in the game.

Virtual worlds are not limited to games but, depending on the degree of immediacy presented, can encompass computer conferencing and text based chatrooms. Sometimes, emoticons or 'smilies' are available to show feeling or facial expression. Emoticons often have a keyboard shortcut. Edward Castronova is an economist who has argued that "synthetic worlds" is a better term for these cyberspaces, but this term has not been widely adopted.



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DEPARTMENT OF VISUAL COMMUNICATION

UNIT –IV –Media and Communication Technology – SVCA5302

UNIT IV

CONVERGENCE

- Convergence, the combination of multiple services through lines of from a single provider.
- Technological convergence, the tendency for different technological systems to evolve toward performing similar tasks.

Mediaconvergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s”—computing, communication, and content—and is a direct consequence of the digitization of media content and the popularization of the Internet. Media convergence transforms established industries, services, and work practices and enables entirely new forms of content to emerge. It erodes long-established media industry and content “silos” and increasingly uncouples content from particular devices, which in turn presents major challenges for public policy and regulation. The five major elements of media convergence—the technological, the industrial, the social, the textual, and the political.

TECHNOLOGICAL CONVERGENCE

The technological dimension of convergence is the most readily understood. With the World Wide Web, smartphones, tablet computers, smarttelevisions, and other digital devices, billions of people are now able to access media content that was once tied to specific communications media (print and broadcast) or platforms (newspapers, magazines, radio, television, and cinema).

Since a diverse array of content is now being accessed through the same devices, media organizations have developed cross-media content. For example, news organizations no longer simply provide just print or audiovisual content but are portals that make material available in forms such as text, video, and podcasts, as well as providing links to other relevant resources, online access to their archives, and opportunities for users to comment on the story or provide links to relevant material.

THE RISE OF MOBILE TECHNOLOGY

The rise of mobile technology has come a long way over the past century, and though the technology grew at an incredibly slow rate for most of its existence it has now hit the point of exponential growth and doesn’t look to be slowing down anytime soon.

This growth of mobile has led to incredible improvements in communication between individuals, massive wealth creation, market efficiencies, and has even helped as a tool and catalyst for recent revolutions and regime change. What this technology has also brought about is an almost limitless market for businesses both large and small to tap into and connect with their potential and current customers.

TECHNOLOGY AS CULTURE

Technology is changing every aspect of our lives. The benefits provided by new digital approaches are having a huge impact on our societies. However, one of the greatest business challenges is not about the devices, software or solutions – it is about how we manage the process of cultural change.

At the beginning of this year, I took charge of a new region – one with hugely varying and diverse cultures and I have quickly seen for myself how technology is adopted in different ways and how countries are digitally divided by access and availability.

Many facets of global communications today are influenced by cultural differences – be it email, Skype, social media or the telephone. In my experience, regardless of your preferences, the key to communicating successfully is understanding and respecting all of our differences to enable a positive impact.

The human touch

We humans are social animals. Technology can't replace human interaction. We need to combine the human and digital elements to communicate across our borders.

Between 70 and 80 percent of our communication is often non-verbal, which is why we at Orange believe in the importance of the human touch in digital transformation. Body language can be a powerful tool in business communications.

Cultural divide

The cultural divide is also dictated by the different technological possibilities available and what users are allowed to use. In Europe, for example, the Internet is used for connecting business, and the Internet of Things (IoT) is making rapid inroads into a number of industries already. In areas of my region – in both Africa and Russia – there simply aren't the connectivity speeds, or in some cases, connection capability, to make this happen. So we have to be more innovative, while meeting the needs of the user.

Of course, we have the global leapfrogging phenomenon where technologically less-advanced countries jump generations of legacy technologies to adopt more advanced solutions. In some cases, building quality fixed networks was prohibitive, so regions ended up with mobile. Moscow is certainly ahead of 4G compared to many European countries, and its users pay less. Muscovites pay less than Rs 100 for unlimited 4G.

CONVERGENT EXPERIENCE VIEWING PRACTICES ACROSS MEDIA FORMS

1 / Experiences Are Convergent

Convergence refers to “convergent experiences,” not “converged devices.” The distinction is important. While there is tremendous diversity across different types of devices, the resulting convergent experience must be holistic and cohesive to truly offer value to users.

The Swiss Army knife approach to creating a single, all-purpose device misses the mark. For convergence to deliver the seamless, high-value interaction it promises users, it must enable the distribution and cooperation of digital experiences across multiple devices and platforms.

2 / The Path To Convergence Is Progressive

Each step toward a convergent experience requires deeper connectivity and richer integration in technology, data, and user experience. When partnering with our clients, we chart them along the following path:

Image for post

We begin by understanding where our clients are on the continuum toward true convergence. At the left end are basic applications that exist without interplay. At the right is full service-oriented convergence.

Progressing beyond cross-channel experiences that dominate current ideas of convergence involves developing shared, symbiotic relationships across digital ecosystems, and requires establishing holistic models that integrate both fixed and portable environmental touch-points.

Convergence is the distribution and cooperation of digital experiences across multiple devices and platforms.

3 / Shared Contexts Increase Convergent Opportunities

Convergent experiences are most relevant within shared contexts. Consider the “digital home” and its variety of shared contexts:

Environmental (living room)

Services (home media, entertainment, automation)

People (family, friends)

Devices (televisions, computers, gaming consoles)

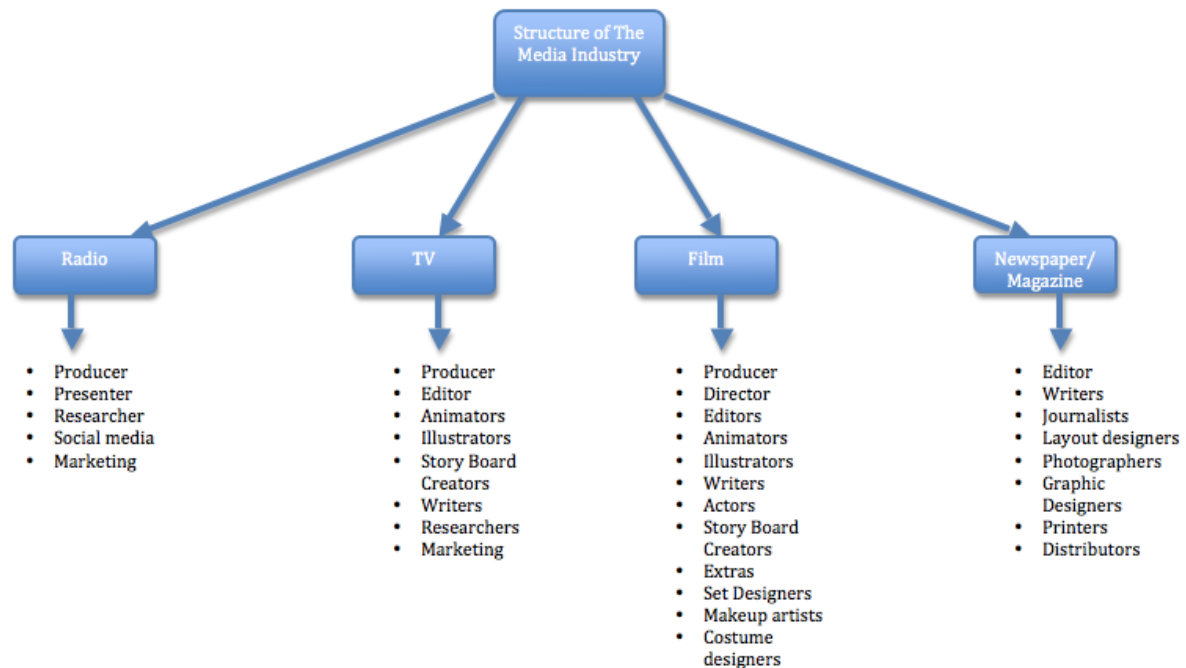
Our view is that convergence must focus on environmental context. Based on our research and observations, effective convergent experiences establish pathways that bring new value to consumers in the same familiar situations.

4 / Uncover Innovation Between The Gaps

Our in-depth contextual research and specialized workshops reveal the most pivotal innovations focus on symbiotic relationships between devices, people and their devices, and people and other people.

To date, the idea of convergence has remained superficial. Functions or services are unified at points that feel obvious, forced, and ultimately less valuable. They create more connected experiences, but not fully convergent ones. (Think: mobile devices as remote controls.) Taking a holistic, long-term approach that examines the opportunities between various contexts is vital for meaningful innovation.

MEDIA STRUCTURE AND GOVERNANCE



Democracy and human rights: To build an independent media sector as an intrinsic good, essential to the functioning of a democratic society and a key platform for freedom of expression.

Accountability: To enhance the accountability of governments to citizens, often in order to: improve service delivery, state responsiveness and state-citizen relations; support more informed democratic/electoral decision-making or marginalised groups to assert their voice; or decrease public tolerance of corruption or poor governance.

Stability and conflict reduction: To improve debate, dialogue and tolerance in fragile or conflict-affected societies, often in order to: increase the availability of balanced, reliable and trustworthy information; reduce the likelihood of hate speech or inflammatory media likely to exacerbate conflict; and enhance social cohesion or build state legitimacy.

Communication for development: To create demand for services and use the media as an instrument to shift behaviour or change the social norms that prevent such behaviour. For example, improving immunisation uptake.

MEDIA PRINCIPLES AND ACCOUNTABILITY

Media accountability is sometimes confused with self-regulation. It does include it but is a far wider concept. Self-regulation implies that media impose rules upon themselves. Most often, media

owners initiate auto-discipline for fear that a government will legislate restrictions to their freedom of enterprise, taking public hostility towards media as a pretext. Sometimes journalists initiate rules to ensure good service and to protect their profession.

Accountability implies being accountable, accountable to whom? To the public, obviously. While regulation involves only political rulers and while self-regulation involves only the media industry, media accountability involves press, profession and public.

THE REGULATIONS OF MASS MEDIA

Copyright and Intellectual Property

Copyright laws fall under federal jurisdiction and are, therefore, identical across the country. As you learned in Chapter 4 “Newspapers”, Congress first established U.S. copyright and patent protections in 1790 and, despite revisions and updates, has maintained some form of copyright law to this day. With coverage of a wide range of materials, copyright law encompasses “almost all creative work that can be written down or otherwise captured in a tangible medium (Citizen Media Law Project).” This includes literary works; musical works; dramatic works; pictorial, graphic, and sculptural works; motion pictures and other audiovisual works; sound recordings; and even architectural works. Once a work has achieved copyright, the copyright owner must grant permission for that work to be legally reproduced. After a certain number of years, a copyright expires and the work enters the public domain.

Intellectual property law protects “products of the mind,” including copyrights, patents, open licenses, trademarks, trade secrets, URLs, domain names, and even components of television programs (as David Letterman found out when he moved from NBC to CBS, and was forced to leave certain aspects of his TV show behind). Intellectual property law generally follows the same guidelines as copyright law, and the associated legislation seeks “to encourage innovation and creativity, with an ultimate aim of promoting a general benefit to society (Citizen Media Law Project).”

Freedom of Information Act

President Lyndon B. Johnson first signed the Freedom of Information Act (FOIA) into law in 1966. By requiring full or partial disclosure of U.S. government information and documents, the act “helps the public keep track of its government’s actions, from the campaign expenditures of city commission candidates to federal agencies’ management of billions of dollars in tax revenues (Citizen Media Law Project).” Because it allows everyone access to federal documents and

information that otherwise would go unreleased, FOIA is particularly important for those working in the news media.

The Equal Time Rule

Falling under broadcast regulations, the Communication Act's Section 315 also known as the Equal Time Rule requires radio and television stations to give equal opportunity for airtime to all candidates. Essentially, Section 315 ensures that TV and radio stations cannot favor any one political candidate over another.

Passed by Congress in 1927, the equal opportunity requirement was the first major federal broadcasting law. Even then, legislators feared that broadcasters and stations would still be able to manipulate elections. Although candidates cannot receive free airtime unless their opponents do as well, the law doesn't take into consideration campaign funding. Well-funded candidates who can afford to pay for airtime still have an advantage over their poorly funded peers.

The Fairness Doctrine

As discussed in Chapter 7 "Radio", the Fairness Doctrine was enacted in 1949, when applications for radio broadcast licenses outpaced the number of available frequencies. At the time, concerns that broadcasters might use their stations to promote a particular perspective encouraged the creation of the radio-specific version of Section 315. The FCC thus instituted the Fairness Doctrine to "ensure that all coverage of controversial issues by a broadcast station be balanced and fair (Museum of Broadcast Communications)."

The Digital Millennium Copyright Act

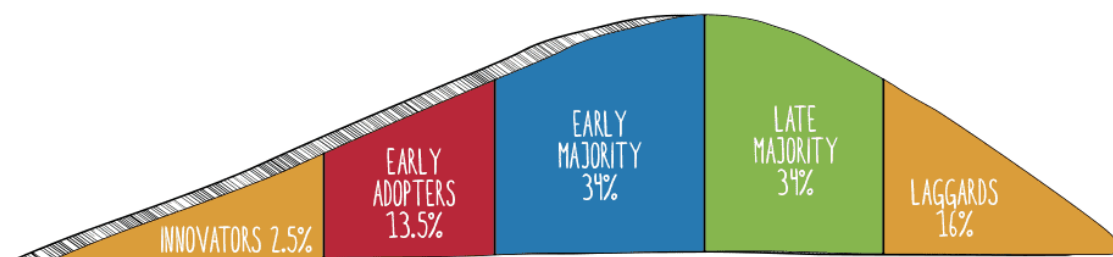
In 1998, Congress passed the Digital Millennium Copyright Act (DMCA) to bring order to the then-largely-unregulated online arena. As discussed in Chapter 13 "Economics of Mass Media", the DMCA prohibits individuals from either circumventing access-control measures or trafficking devices that may help others circumvent copyright measures. Under this act, it is illegal to use code-cracking devices to illegally copy software, and websites are required to take down material that infringes on copyrights. (You've experienced this regulation yourself if you've ever visited YouTube or Google Video and found that a video has been removed due to copyright claims.)

DIFFUSION OF INNOVATION

Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than what they had previously (i.e., purchase or use a new product, acquire and perform a new behavior, etc.). The key to adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this that diffusion is possible.

Adoption of a new idea, behavior, or product (i.e., "innovation") does not happen simultaneously in a social system; rather it is a process whereby some people are more apt to adopt the innovation than others. Researchers have found that people who adopt an innovation early have different characteristics than people who adopt an innovation later. When promoting an innovation to a target population, it is important to understand the characteristics of the target population that will help or hinder adoption of the innovation. There are five established adopter categories, and while the majority of the general population tends to fall in the middle categories, it is still necessary to understand the characteristics of the target population. When promoting an innovation, there are different strategies used to appeal to the different adopter categories.

DIFFUSION OF INNOVATION MODEL



Innovators - These are people who want to be the first to try the innovation. They are venturesome and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas. Very little, if anything, needs to be done to appeal to this population.

Early Adopters - These are people who represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very

comfortable adopting new ideas. Strategies to appeal to this population include how-to manuals and information sheets on implementation. They do not need information to convince them to change.

Early Majority - These people are rarely leaders, but they do adopt new ideas before the average person. That said, they typically need to see evidence that the innovation works before they are willing to adopt it. Strategies to appeal to this population include success stories and evidence of the innovation's effectiveness.

Late Majority - These people are skeptical of change, and will only adopt an innovation after it has been tried by the majority. Strategies to appeal to this population include information on how many other people have tried the innovation and have adopted it successfully.

Laggards - These people are bound by tradition and very conservative. They are very skeptical of change and are the hardest group to bring on board. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups.



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SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT –V –Media and Communication Technology – SVCA5302

UNIT V

LEARNING THROUGH TECHNOLOGY

Technology based innovations can have a number of different teaching and learning goals. For instance, Cuban (1993) has highlighted three goals behind the introduction of computers in education

- To keep the education system at the forefront of technological development and students' skills up-to-date with those expected in the workforce;
- To increase efficiency and productivity in teaching and learning
- To enable more self-directed learning, with students as active learners assisted by teachers to construct their own understanding.

Digital device learning, often called 1-to-1 computing or a "smart classroom," is not some faraway abstraction or revolutionary concept in education. Proponents for digital device learning assert that greater access to advancing technology within the education system allows teachers to more fluidly support and satisfy through engaging digital curriculum, interactive supports and assessments, and an enhanced learning environment for the students.

It's simply a no-brainer that all students should have sufficient access to 21st century technology and the inalienable right to fulfill their educational potential and while there still exists a substantial "digital divide".

NEW DIRECTIONS IN TEACHING TECHNOLOGIES

Learning in the information age requires that we think differently about the way in which we use the face-to-face time we have with our students. Innovation in the curricula, including experimentation with technologies and learning spaces, is most likely to be effective when it is driven by faculty and student needs and interests.

Classrooms also offer enhanced opportunities for collaborative learning, within and beyond scheduled class time, as a result of their unique configuration and a design that provides different spaces and facilitates different modes of instruction to engage students with different learning processes and styles.

The classroom was designed intentionally to move away from traditional tablet armchairs toward a space that reflects a more conversational, café-style environment, with high and low bistro-style

tables at the center. In addition, multiple projection possibilities and collaborative tables that support the sharing of laptop images on video monitors, as well as access to six or more PCs and a networked printer, make this both a flexible classroom and informal learning space. We have installed security cameras that will also serve for ethnographic research on the use of the space and to identify students' preferred seating options in both formal and informal usage.

The Learn Lab was designed to actively support different learning styles, which are identified by the way the student best learns,

- Visual Imagist – learns through seeing pictures
- Visual Verbalist – learns through seeing words
- Auditory Oral – learns by talking and hearing themselves talk
- Auditory Aural – learns by listening to others

The examples demonstrate new ways of thinking about teaching and learning spaces, and a new commitment to understanding how we can engage the faculty in decision-making about learning spaces, fostering their known commitment to teaching excellence and to our students, and engaging that in productive ways to plan the future.

EDUCATIONAL GAMES

Educational games have proven to be very beneficial learning tools. These games help to learn many of the skills needed throughout their early childhood education. Learning games are particularly useful for younger kids and can help build confidence while enhancing the skills needed for success in school. Educational games for toddlers prepare young ones for their first scholastic experience and educational games for preschool students teach kids important skills and concepts required by a preschooler. The kids' games provided here allow children to have fun while they learn. Fun educational games encourage children to keep learning, even after school hours.

MOBILE LEARNING

Mobile learning involves the use of mobile technology, either alone or in combination with other information and communication technology (ICT), to enable learning anytime and anywhere. Learning can unfold in a variety of ways: people can use mobile devices to access educational resources, connect with others, or create content, both inside and outside classrooms. Mobile learning also encompasses efforts to support broad educational goals such as the effective administration of school systems and improved communication between schools and families.

Benefits of mobile learning:

- Deliver education materials and promote learning
- Faster communications and collaboration
- Conduct assessments and evaluations
- Provide access to performance support and knowledge
- Capture evidence of learning activity

New mobile technology, such as hand-held cellular based devices, is playing a large role in redefining how we receive information. The recent advances in mobile technology are changing the primary purpose of mobile devices from making or receiving calls to retrieving the latest information on any subject. "Numerous agencies including the Department of Defense (DoD), Department of Homeland Security (DHS), Intelligence community, and law enforcement are utilizing mobile technology are utilizing mobile technology for information management.

E- LEARNING

E-learning is the use of electronic media, educational technology and information and communication technologies (ICT) in education. E-learning includes numerous types of media that deliver text, audio, images, animation, and streaming video, and includes technology applications and processes such as audio or video tape, satellite TV, CD-ROM, and computer-based learning, as well as local intranet/extranet and web-based learning. Information and communication systems, whether free-standing or based on either local networks or the Internet innetworked learning, underly many e-learning processes.

E-learning can occur in or out of the classroom. It can be self-paced, asynchronous learning or may be instructor-led, synchronous learning. E-learning is suited to distance learning and flexible learning, but it can also be used in conjunction with face-to-face teaching, in which case the term blended learning is commonly used.

E-learning includes, and is broadly synonymous with multimedia learning, technology-enhanced learning (TEL), computer-based instruction (CBI), computer managed instruction, computer-based training (CBT), computer-assisted instruction or computer-aided instruction (CAI), internet-based training (IBT), flexible learning, web-based training (WBT), online education, virtual education,

virtual learning environments (VLE) (which are also called learning platforms), m-learning, and digital education. These alternative names individually emphasize a particular digitization approach, component or delivery method, but conflate to the broad domain of e-learning.

CYBERBULLYING

Cyber bullying is bullying that takes place using electronic technology. Electronic technology includes devices and equipment such as cell phones, computers, and tablets as well as communication tools including social media sites, text messages, chat, and websites.

Examples of cyber bullying include mean text messages or emails, rumors sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles.

MIND MAPPING

Mind mapping is a visual form of note taking that offers an overview of a topic and its complex information, allowing students to comprehend, create new ideas and build connections. Through the use of colors, images and words, mind mapping encourages students to begin with a central idea and expand outward to more in-depth sub-topics.

Benefits of Mind Maps

- Help students brainstorm and explore any idea, concept, or problem
- Facilitate better understanding of relationships and connections between ideas and concepts
- Make it easy to communicate new ideas and thought processes
- Allow students to easily recall information
- Help students take notes and plan tasks
- Make it easy to organize ideas and concepts

MIND MAPS IN EDUCATION AND TEACHING

Mind mapping is a beneficial learning tool to help students brainstorm any topic and think creatively. Mind maps are particularly helpful in the writing process and provide students with a natural way of thinking and building thoughts on a story plot or theme.

Mind maps also provide teachers with insight into their students' thought process regarding a specific topic. By asking students to create mind maps demonstrating their comprehension of a

concept, teachers are able to understand what a student's prior knowledge was and how well the student understands the assignment or the material being taught. This is a very effective way of evaluating students' understanding.

CLIPPING

Video clips are short clips of video or movie, usually part of a longer recording. The term is also more loosely used to mean any short video less than the length of a traditional television program.

And also clipping, in the context of computer graphics, is a method to selectively enable or disable rendering operations within a defined region of interest.

SOCIAL MEDIA AND EDUCATION

YouTube is introducing a new education feature called Learning Playlists that will offer dedicated landing pages for educational videos on a variety of topics, including math, science, music, and language. The playlists will have organizational features, like chapters around key concepts, ordered from beginner to advanced lessons. The pages will also be notably free from recommended videos, letting viewers focus on their lessons without distractions.

YouTube has come under fire for its algorithm-driven recommended videos that can sometimes lead viewers toward radicalizing or other troubling content. Though the company has been reluctant to turn off recommendations in the past because it would drive less traffic to other videos, removing recommended videos from Learning Playlists shows that YouTube isn't taking any chances when it comes to getting educational content right. Videos won't autoplay at the end of a playlist either, so there's no chance you'll fall asleep during chemistry lessons and wake up to videos about conspiracy theories.

The platform has been working with creators and educational organizations to expand educational content in the past year. Last October, YouTube announced that it was investing \$20 million toward these creators and resources through a Learning Fund initiative. YouTube says it will begin by putting trusted partners in the Learning Playlists, like Khan Academy and TED-Ed.

POLL

An opinion poll, often simply referred to as a poll or a survey, is a human research survey of public opinion from a particular sample.

DATA BASE FOR ONLINE COURSE

In simple terms, a database is nothing other than a collection of data organized in such a manner that this data can be accessed, manipulated, managed, updated, and deleted easily and whenever required. Generally, computer databases of companies consist of aggregated data files and records that include details about business interactions with clients and customers, along with the purchase and sales transactions of the companies.