

INTERNET AND GENERALISM

STRUCTURE

This chapter shall cover the following main points:

- Internet as a tool of Journalism
- News portal, News Websites, E-newspapers, E-Magazine, Blogging
- Web TV, Web Radio and Citizen Journalism
- Advantage and Problem of New Media

• LEARNING OBJECTIVES

Through this chapter students will come to know about:

- How internet has evolved as a tool of journalism and its impacts?
- What are Journalistic Values?
- About new portals, news websites, E-newspapers, E-Magazine and Blogging
- What is Web TV, Web Radio and Citizen Journalism?
- Advantages and problems of new media

• INTERNET AS A TOOL OF JOURNALISM

There is no doubt that the rise of the Internet as a technological innovation has influenced journalism. Certain transformations can be highlighted, such as shifts in the news flow, in the daily journalistic routines, and in professional accountability. First, the news flow has evolved; traditionally news was produced mainly by professional journalists who distributed their stories through mainstream news media. Nowadays, the Internet, as an open and accessible source of information, provides broad opportunities for all kind of news exchanges among a wide audience. The Internet offers a platform for a potential group of (non) professional news producers, thereby diminishing traditional boundaries of gathering, producing, and disseminating news. Second, the daily practice of journalists has changed because of the new possibilities provided by the Internet. The

importance of the Internet as a news-gathering instrument is no longer questioned. Throughout the world journalists have incorporated the Internet into their daily routines of news production. Third, the traditional responsibility for news production and circulation is no longer the task exclusively of journalists. Journalists' occupational roles demand attitudes different from the traditional gatekeeping role, and may shift more to activities such as interpretation and reflection. The process of storytelling is turned around, as it were: The journalist presents the public with annotated archives from various sources of information that the citizen can access at a later date. The traditional asymmetrical relationship, in which the journalist determines what is important news for citizens, shifts to a more symmetrical relationship in which the journalist is more responsive and assumes the role of a partner.

In light of the changes the Internet brings to journalism, many authors voice their concerns about the impact of the Internet on journalism. Pessimists refer mainly to the negative consequences, and view the Internet (and news blogs) as a direct threat to the professional values in the field of journalism. It is feared that the increased complexity in finding and verifying information at the expense of journalistic accuracy, will foster hasty and uncontrolled reports. This fear is intensified by the increasing importance of speed and accessibility of information that leads to heightened pressure of workload and stress. Optimists view the changes brought about by the Internet as enriching. According to them, thanks to the Internet, every journalist can consult various sources faster and more easily, as a result of which reports become more varied and gain more contextual depth. Optimism about these developments shows confidence that breaking existing barriers between journalists and the public may improve journalism. The use of news sites and news blogs can demonstrate that news organizations are no longer monolithic companies, but a collection of individuals who work together as a team. Especially young people, who currently have relatively little interest in traditional news media such as newspapers, can be reached more easily through digital platforms. A third strand of researchers puts the strong influence of the Internet and other digital technologies on journalism into a more neutral perspective. Haas points out that throughout history, every new communication medium was wrongly proclaimed as a radical turning point for old media. According to him, after the initial implementation stage, not much will change, apart from practical improvements, and the changes that do occur will not lead to substantial shifts in journalism in general.

• JOURNALISTIC VALUES: ACCURACY AND CREDIBILITY

The rise of the Internet gave a new impulse to the discussion about the influence of technological innovations on journalism. Against the background of previously outlined changes in news services, it is to be expected that journalists themselves also take a critical look at the influence that these developments have on their professional field of work. Journalists find themselves part of a new culture of news production. The ongoing changes affecting newsroom organization and communication patterns will influence the way journalists are socialized not only in their work but also in their profession. Journalists, especially the more traditional newspaper journalists, seem to be more ambivalent about the effects of technological innovations in the newsroom on professional norms of credibility, accuracy, and quality.

Accuracy

With the development of the Internet as a major source of information, questions have been raised about the potential impact of the use of the Internet on journalistic values. The Internet provides a great variety of online sources, archives, and databases. Information becomes globally accessible within an instant. Furthermore, geographically dispersed experts and sources have become easily traceable and accessible. Hence, the speed and globalization of the information-gathering process has increased dramatically, significantly altering journalists' work in terms of efficiency and cost-effectiveness. However, these developments are not without problems. The sheer supply of unlimited information forces journalists to stay constantly up-to-date with the newest information and to determine the news value of events. The Internet has increased time pressure in the news production process and the competition for scoops. Hence, traditional news values, such as verifying facts and the right of reply, may come under serious pressure with obviously negative consequences for the accuracy of journalism. We expect that journalists' perceived positive or negative impact of the use of the Internet on the professional value 'accuracy' will affect the way they use Internet applications.

Credibility

Journalists were initially hesitant in accepting the Internet as a credible source due to their professional ideology. The origin of the extremely diverse Internet sources accessible is not always traceable. Hence, when using such information, it may be difficult to maintain

journalistic standards (control and verifiability, among others). Garrison (2000, 2003) also concludes that journalists have reservations about the credibility of Internet information, as the often uncertain origin of the information on offer makes verification difficult. Given that credibility is an important journalistic value, it is to be expected that journalists have to have a certain degree of trust in the information they find on the Internet in order to actually make use of it. Journalists differ in the degree to which they find the Internet a credible source. As the origin of the information and therefore the credibility of the source are important factors in the selection process, these are expected to affect the decisions whether or not to use Internet information. Journalists who traditionally made frequent use of official, institutional sources can now gain access to a broad spectrum of digital databases. Furthermore, the Internet with its accessibility to many nonofficial sources, allows journalists to gather useful information from a much wider range.

Since the use of the Internet has been accepted and integrated into the daily activities of journalists, the question is to what extent the ascribed credibility of Internet information may influence the use of various Internet applications.

Impacts of the Internet on Journalism

The first impact that the internet on journalism is that it has changed the functions and nature of journalism. This impact has been realized through elimination of the role of gatekeepers. Citizens can now access unfiltered information via the internet.

This case implies that, although the gatekeepers may edit certain information to fit their house rules, eliminate libel, or make it fit a certain space, the audience has other channels of accessing information. This argument means that the internet has opened more spaces for the audience. The era when the gatekeeper would edit contents for the audience has been eliminated by the internet. The internet has entirely changed the nature of journalism in the world today.

Today, journalists from across the world can exchange news information in real time. The internet has promoted information exchange across the globe. Live transmissions that stream via YouTube and Skype form other avenues that journalists have always exploited. The quality and variety of news items have also increased with greater information exchange via the internet. Journalists are also able to control the standards of their work through live comparison with other international media.

The second impact of the internet on journalism is that it has changed journalism from information diffusion to today's information processing function. The internet, which is the most recent media, has changed journalism just as other media platforms changed it.

The internet is unique in that it enhances interactivity and contact with other media. This uniqueness has resulted in significant revolution in journalism and its culture. With the internet, audience and the sources take almost equal roles in the process of information production.

The past era when the media would shoot ideas into the audience's mind has been overtaken by time. In the past, a journalist with a notebook or a camera was likened to a monkey holding a loaded gun and hence the former magic bullet role of the media. However, according to Bruns (2005), with the wide adoption of the internet, journalists are not compared with gate watchers meaning that their role has been reduced from the active gatekeepers to dormant gate watchers.

They have no ability to limit information flow: they are now watchers or better still witnesses. Journalists and citizens are now information exchangers since both rely on each other for information. Every citizen can communicate his or her opinions about certain news stories via the internet. In the same way, the audience participates in the process of information processing, which was formerly destined for journalists.

The major relevancy of journalism in this era has been sectorised on its ability to professionally process information. With the current information overload from the internet, the quality of such information cannot be trusted. Today, people can upload pictures and news stories that are slanted toward achieving certain ends. To protect themselves from information exploitation, the audiences have to continue counterchecking such information from trusted journalists.

The third impact of the internet on journalism is that audiences have gained the authority to choose the information they want to consume. Bruns (2005) asserts that the internet has broken the information boundaries that existed over the years.

The information world is no longer limited by the geographical space. One can share news from a far continent in real time via the internet. The audiences can also choose what to listen to or watch via the internet, for example, through YouTube. They can also choose when to watch or listen to it through the process of zapping.

The internet has enabled journalists to reach out to their audience 24 hours a day. This accessibility also enables the audiences to give their feedback and or contribute to media content at any time in any day thus allowing free flow of information. Journalism has also benefitted from the impact of the internet. Callers can now e-mail or tweet certain corrections of erroneous reports before they are widely disseminated.

For instance, if there is an error of the number of victims to certain accidents, the eyewitness audience can instantly communicate to newsrooms for correction thus playing the role that was initially meant for a journalist before the internet era. The audience can also use the internet to end the correct background sounds, pictures, and images. The audience has the ability to capture still pictures, motion pictures, sounds, and events and transmit them to newsrooms with a click of a button.

The internet has also promoted the currency of information offered to the public. Journalists use the internet to update information constantly. The use of digital broadcasting via the internet enables people to receive constant news update at the comfort of their offices, bedrooms, and even sports thus implying that one does not have to always carry a radio or a television set everywhere he or she goes. People can also receive filtered news information whenever they want it.

Bird (2009) affirms that, through the internet-enabled cell phones, audiences can search the internet for relevant news information. The internet has enabled a continuous flow of information in either dimension: from the sender to the receiver and vice versa. As many outstanding newsrooms turn towards politics, the internet has enabled the audience to access raw information before it is edited to fit certain angles.

This means that the policies and preferences of certain media houses have been interfered with by the entry of the internet. Some journalists and media houses that were turning to the extreme leftist or rightist have now been slowed down. The traditional bureaucracy that controlled the process of news production to favor certain segments has been invalidated.

The internet has totally changed the one-way communication that came with analog journalism. Every day, people are exposed to new technological devices that improve on speed, frequency, and quality and quantity of information that they receive. Through the internet, journalists can now compress large chunks of information into small folders in an attempt to transfer them miles away. Deuze (2007) affirms that today's

audience is no longer passive but a key player in news processing and dissemination.

The fourth impact of internet on journalism is that it has enabled the audience to contribute directly on media content and counter news. With the advent of the internet in journalism, audiences can make active contributions to the content that the journalist airs. Since the internet is a speedy communication media, the audience can communicate to the journalist in real time.

This communication alerts the journalist on happenings in different points of the world. Journalists have also broadened their reach due to their adoption of the internet. Information that journalists relay via the television or radio is thereafter redistributed.

The news is uploaded on the social networks like facebook. From these sites, more audience especially the young generation can access it. This accessibility has resulted to more integrated and quality news. People who do not have time to watch the television during news hours can also access what was covered in their absence via the internet. The new media platform heavily relies on users and gratification theory.

According to this school of thought, the media will give the audiences what they want. The media content that journalists air depends on the taste and preferences of the audience. With the coming of the internet, the trend of information flow is the two-way rather than the traditional one-way. Media audience participates directly in live programs through twitter and YouTube. Most stations have also opened call-ins.

Unlike in the past when journalism was left to a few trained experts, armature journalists have come up with the internet age. Today, armature camera operators can record a live occurrence and send it via the internet to newsrooms. This strategy is another way that journalism has been enriched via the internet. One does not need to call a reporter to record an event. He or she just needs to record and send it via the internet.

Due to this impact of the internet, markets for media business have become fully disjointed. Prahalad and Ramaswamy (2004) posit that, as the audience moves to other quicker and free media for information, advertisers have followed them there. This argument implies that a considerable portion of the audience that previously depended on the old media has moved to the internet.

Advertisers therefore have no choice but to follow them. The advertising markets today are using blogs and social network sites for their

wares where their target markets are and hence the need for them to move with it. The internet has therefore resulted in radical changes especially in media houses that want to remain competitive in certain regions of the world.

Such media houses have to hire journalists that are familiar and competitive in online journalism business because media mainly drives its profits from advertising. According to Prahalad and Ramaswamy (2004), organizations are now focused on co-creation of products with their consumers. This focus has resulted to their overly use of the internet to source for the tastes and preferences of their customers.

Social network sites and blogs have taken over the role of the traditional media in this case. The internet has resulted in substantial changes in the communication industry. Information consumers can access any information they want at all times. One does not have to wait for one o'clock news to know what happened in another continent. News update internet channels are always on the lookout. However, the relevancy of journalists will remain.

In conclusion, the advent of the internet has thoroughly changed the face of journalism in the world today. Before the year 2000, most internet gadgets like iPods, Twitter, YouTube, Blogs, and Google search were not actively used in journalism. With today's digital age, journalists cannot operate without the internet. In fact, the internet has resulted in various impacts on journalism.

These impacts are, for example, change from information transmission to processing, change in the function and nature of journalism, giving the audiences authority to choose the media information they want to consume, and enabling the audience to contribute directly to media content. Journalists will remain crucial for purposes of professionally processing information since journalists' approach to news is the only way that the audience can distinguish between quality news and junk information.

- **NEWS PORTAL, NEWS WEBSITES, E-NEWSPAPERS, E-MAGAZINE, BLOGGING**

An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.

Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well

established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

Online newspapers, like printed newspapers, have legal restrictions regarding libel, privacy, and copyright, also apply to online publications in most countries as in the UK. Also, the UK Data Protection Act applies to online newspapers and news pages. Up to 2014, the PCC ruled in the UK, but there was no clear distinction between authentic online newspapers and forums or blogs. In 2007, a ruling was passed to formally regulate UK-based online newspapers, news audio, and news video websites covering the responsibilities expected of them and to clear up what is, and what isn't an online news publication.

As the world is getting towards digitization it is important that every business, every industry must move online. Online News portal plays a key role in educating and informing people with the latest updates, current happenings around the world. Talking about its development, A news portal development company handles all the operations that are about to take place in its development stage. Nowadays, people don't have sufficient time to read the printed newspaper which covers yesterday's happening in general, so they are keen always to follow web portals or Electronic Media for getting the latest news.

With Electronic media, there is a certain problem possibility like costing charge of getting your news channel ON AIR is much higher, and everyone can't be in front of Television set always, however they can access their mobile, social sites Whatsapp and Facebook, etc. so that they keep themselves updated very fast and less time-consuming methods. Online News Website and social media can give the fastest and reliable news Updates. Now every publisher has their web identity with the name of News portals.

• IMPORTANCE OF A NEWS PORTAL

Reading the news online saves plenty of your time, whereas supplying you with the updates of the day. It conjointly saves cash that you'd otherwise pay on a bundle of newspaper. Also, you would like to watch your TV or listen to the radio; you'll leaf through the news portal and gather the data needed even whereas you're within the workplace. An online news portal solves several purposes:

- News portals give the information in the public interest – political, social, sports, entertainment etc.
- Latest and reliable news from all over the globe.
- Ease of accessibility.
- Access of news as per the interest.
- Live coverage of Cricket matches and other sports etc.
- A reader can easily give his/her comments on any issue.
- Minute-to-minute coverage of any breaking news.
- Exclusive videos of breaking news.
- Pictures of specials news events.

In addition, online news portals supply mobile updates and alerts on your mobile that is in relation to the innovation. News portal helps you to deliver the most recent headlines, breaking news and front-page news right before of you at any point of time.

As online news portals have digitized the operations of many so-called “legacy” news organizations (those that originated in print or broadcast), this audience section presents data about digital-native news publishers – those originally founded on the internet.

The average number of monthly unique visitors for the digital native news outlets with the highest traffic. With such a huge number of consumers of online news, any news agency would love to move online with their news and serve a huge number of viewers. The online news portal has been in trend since last 5-6 years. The best part of online news portals is that it has a customized news feature. It'll enable you to urge all the news that you just need in an exceedingly easy kind, tailored to fit your specifications and needs. You will be able to get examination news, news associated with the entertainment and technology world etc. this can be one feature that no alternative medium offers. The online archives today are more interactive, less hassle and less expensive at the same time.

Having said that there're a lot of challenges a news portal has to face these days. Some challenges faced by news agencies are listed.

- The biggest challenge of a new portal going online is the camaraderie between the Journalists and the audience who reads it.

- The stinger who does a news operation has to edit the news in terms of infographics so that the audiences spend less time understanding the whole idea.
- The audiences browse numerous news portals at one go and to make them stagnant on a particular page is a herculean task, which needs a lot of appealing content and design.
- It is an intrinsic nature of readers to compare two news portals and their online contents of similar news. A same pattern of news should be made more alluring and captivating with various technologies being used. A portal lacking them would be struggling to get audiences.
- An online news portal has a limited audience as it runs solely on the Internet, which isn't yet prevalent in Tier 2 & 3 cities. This makes it more prone to stiff competition and business-driven classifieds and adverts are its sole mode to keep the cash registers ringing. This business-oriented approach needs a more dynamic handling process.

Content mapping is the first and most integral element of any successful news portal. As we all know, it is basically the process of making sure the right content is delivered to the right users, at the right time. As news portals are meant for the masses, content mapping helps prioritize the news, so seekers at the news portal can find the particular news of their interest with ease. This is done by strategically classifying and sub classifying the news into modules, which provides proper differentiation to the content, and also helps improve SEO. When all of this is done, we're left with a wonderfully structured news portal, which is basically the perfect start to designing a dreamy digital news platform.

Blogging refers to writing, photography, and other media that's self-published online. Blogging started as an opportunity for individuals to write diary-style entries, but it has since been incorporated into websites for many businesses. The hallmarks of blogging include frequent updates, informal language, and opportunities for readers to engage and start a conversation.

• WHAT IS BLOGGING?

The word blog is actually a shortened form of its original name, "weblog." These weblogs allowed early internet users to "log" the details of

their day in diary-style entries. Blogs often allow readers to comment, so as they became more common, communities sprung up around popular blogs.

Like most internet-based innovations, many entrepreneurs saw marketing potential in having a blog, and the adoption of blogging among the business community helped further increase the popularity of the medium. Not only can a blog be used for marketing a business, but it can also become a home business in and of itself.

Pros of Blogging

- **Good for SEO:** Search engines love new content, and as a result, blogging is a great search engine optimization (SEO) tool. A defining feature of blogs is the frequency with which they're updated, and that fresh content helps improve a website's SEO performance.
- **Maintains communication with customers:** Blog posts can keep your customers and clients up-to-date on what's going on, let them know about new deals, and provide tips. The more frequently you post useful content, the more often a customer visits your blog, and the more likely they are to spend money.
- **Builds rapport with customers:** Not only does a blog allow you to show off what you know—building your expertise and credibility—but people can also post comments and interact with you. That allows customers to get to know you, and hopefully, develop relationships that turn into purchases.
- **Generate alternate income:** Successful blogs can make money themselves. Along with your product or service, blogs can generate income from alternate sources such as advertising and affiliate products.

Cons of Blogging

- **Time-consuming:** The success of blogging comes from having people return, and they only return when there's new stuff to read. That means bloggers need to generate content at least several times a week to be effective at engaging readers and increasing SEO.
- **Constantly requires fresh ideas:** Posting several times per week won't be beneficial if the ideas aren't fresh and engaging. It can be draining to constantly conceptualize and execute fresh content. The good news is that you don't have to do it all yourself. You can have guest writers or hire freelancers. Another option is to curate content

from others. You can buy private label right (PLR) content and modify it for your blog.

- Payoff is delayed: One of the biggest frustrations with blogging is that it's time-consuming with little payoff in the beginning. It takes time to build up a readership and momentum.
- Blogging in and of itself won't generate income: At one time, posting an article was enough to generate traffic and income. Today, a successful blog needs email marketing, additional perks such as content upgrades, and an engaged social network, such as a Facebook group.

Online Magazine

An online magazine is a magazine published on the Internet, through bulletin board systems and other forms of public computer networks. One of the first magazines to convert from a print magazine format to being online only was the computer magazine Datamation. Some online magazines distributed through the World Wide Web call themselves webzines. An ezine (also spelled e-zine) is a more specialized term appropriately used for small magazines and newsletters distributed by any electronic method, for example, by electronic mail (e-mail/email, see Zine). Some social groups may use the terms cyberzine and hyperzine when referring to electronically distributed resources. Similarly, some online magazines may refer to themselves as "electronic magazines" or "e-magazines" to reflect their readership demographics or to capture alternative terms and spellings in online searches.

An online magazine shares some features with a blog and also with online newspapers, but can usually be distinguished by its approach to editorial control. Magazines typically have editors or editorial boards who review submissions and perform a quality control function to ensure that all material meets the expectations of the publishers (those investing time or money in its production) and the readership.

Many large print-publishers now provide digital reproduction of their print magazine titles through various online services for a fee. These service providers also refer to their collections of these digital format products as online magazines, and sometimes as digital magazines.

Some online publishers have begun publishing in multiple digital formats, or dual digital formats, that may include both HTML version that look like traditional web pages and Flash versions that appear more like traditional magazines with digital flipping of pages.

Online magazines representing matters of interest to specialists in or societies for academic subjects, science, trade or industry are typically referred to as online journals.

The term ezine is short for "electronic magazine." "E-zine" and "e-Zine" are spelling variations. A similar term is "ejournal." There are several usages of the term ezine. The term is similar to zine, which is derived from magazine and is used to describe "small press" or personally distributed magazines or newsletters.

An early use of the term ezine described a new kind of Web site that contained a stylized mixture of content (articles, pictures, poetry, fiction, and comment) conveyed in a way that exploited and celebrated the Web as a new information medium. Examples include Salon and HotWired.

Some ezines publishers saw ezines as an opportunity to reach an audience electronically and more economically than was possible with print medium. As a result, hundreds of Web site ezines were created, each devoted to a special cause, subject, or sensibility. This kind of ezine is roughly the cyberspace equivalent of the printed version and when printed out, is in fact, the equivalent.

The term is also used to describe any print magazine such as National Geographic or Newsweek that also has an electronic edition.

The term also sometimes includes e-mail newsletters, of which there are thousands that can be subscribed to. Some of these refer to themselves as zines or ezines.

• WEB TV, WEB RADIO AND CITIZEN JOURNALISM

Web television is original episodic online video content produced for broadcast on the Internet via the World Wide Web. The phrase "web television" is also sometimes used to refer to Internet television in general, which includes Internet-transmission of programs produced for both online and traditional terrestrial, cable, or satellite broadcast.

Web television content includes web series such as Carmilla, Husbands, Red vs. Blue, Teenagers, The Lizzie Bennet Diaries, and Video Game High School, among hundreds of others; original miniseries such as Dr. Horrible's Sing-Along Blog; animated shorts such as those of Homestar Runner; and exclusive video content that supplements conventional television broadcasts. The current major distributors of web television are Amazon, Crackle, Hulu, Netflix, Newgrounds, Roku, and YouTube.

In 2008, the International Academy of Web Television, headquartered in Los Angeles, formed in order to organize and support web television actors, authors, executives, and producers. The organization also administers the selection of winners for the Streamy Awards. In 2009, the Los Angeles Web Series Festival was founded. Several other festivals and award shows have been dedicated solely to web content, including the Indie Series Awards and the Vancouver Web Series Festival.

In 2013, in response to the shifting of the soap opera *All My Children* from broadcast to web television, a new category for "Fantastic web-only series" in the Daytime Emmy Awards was created. Later that year, Netflix made history by earning the first Primetime Emmy Award nominations for web television series, for *Arrested Development*, *Hemlock Grove*, and *House of Cards*, at the 65th Primetime Emmy Awards. Hulu earned the first Emmy win for Outstanding Drama Series, for *The Handmaid's Tale* at the 69th Primetime Emmy Awards.

The rise in the popularity of the Internet and improvements in streaming video technology mean that producing and distributing a web series is relatively cheap by traditional standards and allows producers to reach a potentially global audience who can access the shows 24 hours a day.

Methods used for distributing online television

- Downloadable media, in the form of video podcasts or individual files
- Peercasting
- Streaming from a single or multiple websites

Technologies

- Dirac (video compression format)
- Hypertext Transfer Protocol (HTTP)
- Real Time Messaging Protocol (RTMP)
- Real Time Streaming Protocol (RTSP)
- RSS
- RSS enclosure
- Synchronized Multimedia Integration Language (SMIL)
- WTVML

Web Radio

Internet radio (also web radio, net radio, streaming radio, e-radio, IP radio, online radio) is a digital audio service transmitted via the Internet. Broadcasting on the Internet is usually referred to as webcasting since it is not transmitted broadly through wireless means. It can either be used as a stand-alone device running through the internet, or as a software running through a single computer.

Internet radio is generally used to communicate and easily spread messages through the form of talk. It is distributed through a wireless communication network connected to a switch packet network (the internet) via a disclosed source.

Internet radio involves streaming media, presenting listeners with a continuous stream of audio that typically cannot be paused or replayed, much like traditional broadcast media; in this respect, it is distinct from on-demand file serving. Internet radio is also distinct from podcasting, which involves downloading rather than streaming.

Internet radio services offer news, sports, talk, and various genres of music—every format that is available on traditional broadcast radio stations. Many Internet radio services are associated with a corresponding traditional (terrestrial) radio station or radio network, although low start-up and ongoing costs have allowed a substantial proliferation of independent Internet-only radio stations.

The first Internet radio service was launched in 1993. As of 2017, the most popular internet radio platforms and applications in the world include (but are not limited to) TuneIn Radio, iHeartRadio, and Sirius XM.

It may seem strange to think that there are people still alive today who were born before the introduction of what we call “radio”.

If you asked the average person what “radio” means to them, they might tell you about their plastic kitchen radio they leave on in the background while making breakfast, the built-in car radio they listen to while driving to work, or even the portable, mp3-player-like device they can listen to with headphones on public transport (although this is more of an early-2000’s device, and is now considered fairly obsolete).

“Kitchen radios” and car radios have already been around for a long time, but as we move further into the 21st Century, the concepts of radio and radio stations continue to develop with advances in technology.

Since the beginning of this century, we’ve had the ability to call up any song we can think of and listen to it directly over the internet, or store

thousands of them on our computers, and since the introduction of smartphones, we've had almost constant easy access to music when we're on the go.

So, why not offer the same easy access to radio stations? Whether you're listening with your phone, your computer, or in your car, imagine being able to tune in to any radio station you can think of, from any style or genre, from every corner of the world.

What is radio?

So, although you might think of a radio as being an electronic gadget, the word has many meanings and definitions. For example, the verb ("to radio someone") means to send energy with waves from one place to another without the need for wires, whether it's from one room to the next or country to country. A piece of equipment called a "transmitter" sends out the radio signals, which are picked up by a "receiver". This is why the 1930's and 40's term "wireless" was used for household radios, as the concept was relatively new.

Radio still has a lot of uses, despite the mid-2000's rise of mp3 players and iPods, and more recently that of YouTube, and streaming services like Spotify. In fact, many people simply didn't want to deal with new technology and stuck to their old ways, particularly older generations. Some people also preferred the radio because it constantly introduced them to new songs and artists that they wouldn't necessarily hear with mp3 players.

Radio is still important in both more-developed and less-developed countries. In many developing countries such as Thailand and Nicaragua, it's used as an educational tool for teaching topics such as nutrition and health education. In South Africa, there are more than 150 independent radio stations, whereas 30 years ago there were only 10 on the entire continent of Africa.

The History of radio

Throughout history, it has been debated over who was the true father of radio, but despite Nikola Tesla's demonstration of a wireless radio in 1893 in St. Louis, it was Guglielmo Marconi who won the race by transmitting the first radio signals across the Atlantic Ocean in 1901. In the following years leading up to the First World War, radio was primarily used to send messages to and from ships via Morse code, but was not used commercially. During WW1, it was used almost exclusively by the military,

although the technology at that time was not advanced enough to replace the use of carrier pigeons.

In the early 1920's, radio began to rise in popularity amongst civilians. In the USA, the Pittsburgh radio station KDKA became the first to be officially licensed by the government, and its parent company Westinghouse began selling wireless radios to the public. In the UK, the Post Office received almost 100 requests for licences from would-be broadcasters, and so decided to set up the BBC.

By the beginning of the Second World War, it had become a common family past time to sit around a wireless radio listening to programmes and news broadcasts. During WW2, the radio was vital in relaying news of the war to families all over the UK, and was an effective tool for boosting public morale.

With the arrival of television in the 1950's, radio programming schedules began to shift from serial shows to the playing of popular music. FM stations overtook AM stations, and the concept of the Top 40 was introduced, later becoming a key factor in the evolution of rock and roll.

Financing of radio stations

There are two main categories that radio stations fall into when it comes to financing, which are public broadcasting and commercial broadcasting.

Public broadcasting

Public broadcasting is when a radio or TV station draws its funding from either the public, the government, or both, with the objective of public service rather than financial gain. To make it easier to explain, let's use the BBC as an example. Listening to a BBC radio station doesn't require any form of payment, however if you watch live BBC TV, you have to pay a license fee every year. This money is like a tax that the British government uses to help fund the entire BBC, and so when you watch or listen to their stations, you won't see or hear any advertisements.

Commercial broadcasting

Commercial broadcasting is when a radio or TV station is owned by a company or corporation, with the goal of financial gain, and exists without government funding. Instead, they rely on the common practice of advertising the products of other companies, which these companies pay the stations to do.

In America, commercial broadcasting has been the norm since the beginning of radio, whereas Europe began mostly with public broadcasting, and has since moved further towards commercial.

What is webradio?

Web radio, or more commonly referred to as internet radio, is a technology that continuously transmits audio over the internet to your computer. It's a technique of broadcasting audio using data transmission that is very similar to terrestrial radio, and it's used by 57 million people every week.

Internet radio broadcasters use “streaming” to transmit their stations over the internet to their users. Listening to audio streams means that you don't have to download every song and store it on your computer. Instead, your computer downloads small portions of data (usually in the MP3 or AAC formats) in a continuous stream, usually a little faster than you listen to it, and discards the portions once you've gone past these parts of the stream. This means that you never have a fully-downloaded file on your computer. Any radio shows that you do have to download are known as podcasts.

The most obvious benefit of using internet radio is access to thousands of radio stations that you wouldn't normally be able to listen to due to your location. Another advantage is having an almost unlimited supply of music and live shows that you can listen to in real time.

Radio Facts & Figures

Radio is the leading media platform with the most reach. 93% of us listen to radio over FM/AM frequency airwaves, or via the internet, as opposed to 85% TV viewership, and 50% PC users.

295 Million American people over 6 years old listen to the radio each week, and over 65 Million people of the Millennial generation.

The existence of radio waves and the feasibility of radio transmission was predicted by James Clark Maxwell in the 1860s.

News/Talk/Information radio stations are some of the most popular stations, with an 11% share of total radio listeners.

The word 'broadcasting', referring to radio transmissions, was originally an agricultural term for the wide scattering of seeds.

One more important thing to think about is gaining the rights to play other bands and artists' music on your station. Different countries have different laws when it comes to music rights, but in North America it is

possible to purchase licenses for around \$500 per year which gives you the rights to play music that isn't your own without having to pay the artists individually.

What is podcasting?

A podcast is a digital media file (usually audio but can also be video) that is part of a series of programmes that can be subscribed to by anyone who wants to listen. Programs or apps called "podcatchers" can be used to subscribe to and automatically download each podcast in a series when it becomes available, and are designed to be used with smartphones so listeners can use them on the go.

Some people see podcasting as an alternative to commercial radio and TV, because it allows them the ability to choose their own content and select the programmes they want to listen to, similar to recent technologies like Netflix or Amazon Prime. Many people like the convenience of having new material pre-loaded onto their iPods or phones, and will listen to their podcasts on the way to work or while making dinner. Listening to your favourite show can make your 45 minute commute much more bearable!

Citizen Journalism

"Citizen journalism." It's one of the hottest buzzwords in the news business these days. Many news executives are probably thinking about implementing some sort of citizen-journalism initiative; a small but growing number have already done so.

But there's plenty of confusion about citizen journalism. What exactly is it? Is this something that's going to be essential to the future prosperity of news companies?

Citizen journalism involves private individuals, who are normally the consumers of journalism, generating their own news content. Citizens collect, report, analyze, and disseminate news and information, just as professional journalists would, creating what is known as user-generated content.

These amateur journalists produce news in many forms, ranging from a podcast editorial to a report about a city council meeting on a blog, and is usually digital in nature. It can also include text, pictures, audio, and video. Social media plays a major role in disseminating news and promoting citizen journalism content.

Since the general public has 24/7 access to technology, citizens are often the first on-scene for breaking news, getting these stories out more

quickly than traditional media reporters. However, unlike professional journalists, citizen journalists may not have conducted the same background research and source verification, which can make these leads less reliable.

Collaborations vs. Independent Reporting

Citizens are able to contribute content, in one form or another, to existing professional news sites. This collaboration can be seen through readers posting their comments alongside stories written by professional reporters, like a 21st-century version of a letter to the editor. To prevent obscene or objectionable messages, many websites require readers to register in order to post.

Readers are also adding their information to articles written by professional journalists. For instance, a reporter may do an article about disparities in gas prices around town. When the story appears online, readers can post information about gas prices in areas not covered in the original story and even offer tips on where to buy cheaper gas.

This collaboration allows both citizen and professional journalists to craft a story together. Reporters might even ask readers with expertise in particular areas to send them information on that topic or even do some of their own reporting. That information is then incorporated into the final story.

Some amateur journalists operate fully independent of traditional, professional news outlets. This can include blogs in which individuals can report on events in their communities or offer commentary on the issues of the day, YouTube channels where citizens give their own news reports and commentaries, and even unofficial print publications.

Revolutionizing News

Citizen journalism was once hailed as a revolution that would make news-gathering a more democratic process — one that would no longer solely be the province of professional reporters. It has had a significant impact on today's news, with many believing that citizen journalism is a threat to professional and traditional journalism.

Social media has played a vital role in revolutionizing news. Many citizens are the first to report on breaking stories, with eye-witness videos, first-hand accounts, and real-time information, all using social media. Even news outlets will share breaking stories on social media before traditional

means, but they have to still follow up with larger stories quickly or risk being outdated with their material in this fast-paced news environment.

Social media doesn't just play a role in disseminating citizen-generated news; it also stands as a source for professional journalists to identify the stories they need to cover. A 2016 study by Cision indicated that more than 50% of professional journalists used social media to find and build stories.

Despite its vast impact on our daily news, citizen journalism is not without its flaws. The biggest concern is the reliability of news, including fact-checking and the risk of incorrect information being disseminated.

Journalism is in a bit of a pickle. Whether it's the continued closure of newsrooms, reports that media freedom is currently at its lowest point for a decade, or the continued assertion from certain quarters that journalists are "the enemy of the people", it's a tricky time for publishers to do their job – on all fronts.

The rise of participatory journalism is perhaps not therefore especially surprising: whether it's to plug a gap left by newsroom closures, share information about subjects which do not get sufficient coverage, or just to provide an alternative voice to the mainstream, we are now at a point where public contributions to the news landscape are a normal part of journalism.

But, to quote wise Uncle Ben, "with great power comes great responsibility" so how does this new breed of citizen journalists fit into the matrix?

First up: What is citizen journalism?

Very basically, it is as Tony Rogers writes, "private individuals, who are normally the consumers of journalism, generating their own news content."

The concept is, therefore, a straightforward one: those providing information, insight, and occasionally analysis are the ones who have historically been those consuming, not creating content. They are perhaps best thought of as incidental reporters: sharing snapshots rather than providing context.

Of course, while the association with citizen journalism may be with those reporting from war zones, or places in turmoil through fuzzy video links or Twitter posts, the category includes more than that.

Citizen journalism is participatory, at that participation might be evident through collaboration as well as through direct contribution. By

this definition user-generated content, like the Facebook group reporting delays on Uppsala's train network at Upsala Nya Tidning (NTM), counts.

How about journalism created by non-journalists with the help of journalists? Well, in the case of On Our Radar, absolutely. There, the purpose is to empower unheard communities by training those communities to tell their own stories. Libby Powell had this to say when we spoke to her last year:

"There's absolutely no doubt that a huge strata of public information is best told by professionals and by people with power. The press pass is a crucial pillar of democracy, but there is a big chunk of public information which is around human stories, which are designed to help people understand one another and hold a mirror up to public life. These are the stories which we feel are best told by those most affected by the issues.

As ever, it's about balance. And, with the onset of social media, that balance has shifted.

People + social media = new communication

"Journalists don't even decide what the biggest story of the day is anymore, rather, society does, and the news that goes viral is often produced by social media users themselves." Ellie Mason

It's no coincidence that the academic world started talking earnestly about citizen journalism in the mid-2000s. Then the world of blogging was emerging, Facebook was beginning, Twitter offered great promise. The digitisation of newspapers was in progress. Things were changing.

Once given the reins of this new mode of communication, academic pontification became reality: people changed the way they shared information. Moreover, the power shifted as the reading public's voice suddenly became amplified. The newspaper as go-between suddenly seemed a bit, well, 1990.

Freely available news (and yes, 'freely' in both in terms of monetary cost and ease of procurement) broke the status quo: news became instantly shareable across timezones and the format deconstructed. Where before editors selected those front-page stories, readers consuming articles on Facebook or Twitter didn't necessarily have any notion of whether that article sat above the fold or not.

To ignore the citizen as source is to limit valuable information

So now, we're mobile. We're connected. We're communicative. Anyone ignoring these modern truths is outdated in the extreme. Social media

provides us with the ability to instantly share snippets of information, which we as readers place into our own existing webs of knowledge.

Here's the point: social media has enabled anyone to contribute to those webs of knowledge. Armed with a phone and a half-decent wifi signal, anyone can upload stories for anyone to read.

In Africa, where the online population lags behind Europe and the US, the enthusiastic adoption of mobile technology is reshaping the way discussion operates. There, in the past decade, people have been taking to their cell phones to comment and share their opinion on subjects that they feel are not – and in states where corruption levels are high – cannot be covered by the mainstream media. Cellular technology has enabled these discussions to find a starting point.

“In such situations, where reports from conventional media are absent, citizen journalists do not merely relay critical information”, opines a research paper on the subject from 2014.

“Blogs, microblogs and fora also serve as a means to express emotions and as spaces for discussion.”

Even where the reporting of information doesn't have such a necessary moral imperative, failing to capitalise on citizens' experience would be a shame. The aforementioned Facebook group in Upsala was created in response to a genuine issue facing citizens of that city: overcrowding and delays on public transport. When invited to record experiences on the transit system, the group yielded a huge amount of data with which to report accurately back to City Hall.

Can a citizen be a journalist?

The problem is this: social media by its very nature is a vehicle for thoughts. Some of these thoughts are well-considered. Others are more transient. Many are – and forgive me for how this is going to come out – self-centred. Social media for most people is about themselves: their family, their issues, their lives.

The citizen posting on social media is doing so for different reasons than the aspiring Bob Woodwards of the world. That said, it's not to say that those contributions can't be extremely valid.

With the proliferation of mobile technology, publishers should rightly champion on-the-ground footage and source material. Passers-by with cellphones may well capture key and critical moments through the luck of being in the right place at the right time.

Used as part of a story or ongoing narrative, and subject to the same protocols as any other source material, these contributions can be hugely important, but – and this is key – as part of the same editorial processes as any other sources or information.

Collaboration is key

The reality is that in this age of information overload, successful newsrooms know their value lies in the contextualising of information, not in the publication of it in its raw state.

Citizen journalism, therefore, is best viewed as a valuable part of a newsroom's arsenal, not as a weapon of mass destruction in its own right. While we might be familiar with journalists 'in the field', the reality is that often journalists who have been dispatched to cover a story may not have the access or the levels of trust to gain the information needed.

When Mubarak's government was overthrown in Egypt in 2011, it was citizens wielding cellphones who captured and transmitted much of that information. The press core had found it difficult to report on abuses, misdeeds and corruption and – because they were identifiable as journalists in a state with a hard line view of governmental criticism – believed themselves to be at risk. A panel of citizen journalists speaking at the Pulitzer Centre in Cairo later that year said that "rather than report the abuse directly, and put themselves at the risk of arrest or government intimidation, newspaper journalists would cite bloggers who posted the videos, thus absolving themselves of direct responsibility for the story."

Talking about 'alternative facts' a couple of years back we noted that "without context, facts are like footnotes untethered from their narrative", and the same holds true here.

The role of editor has never been so important as it is now. It would be foolish to ignore the wealth of information that private individuals offer, but this information should be treated and handled as any other source material would be. Context is the name of the game. At a time when newsrooms are under such immense pressure, the successful ones are those who are giving value to their readership. Richly sourced articles are one way to do this, and it's the responsibility of our newsrooms to source, check and contextualise.

• ADVANTAGE AND PROBLEM OF NEW MEDIA

Social media is an excellent opportunity for business growth.

Here are seven benefits of using social media marketing.

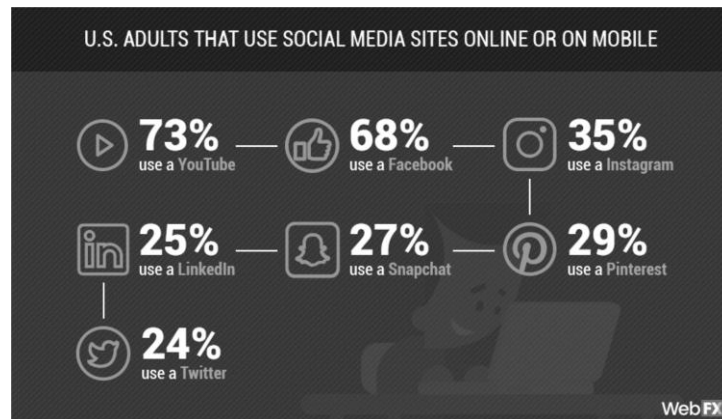
1. You reach large audiences

There are millions of people using social media platforms. It's a great opportunity for your business to reach a large pool of people that are interested in your products or services.

According to Pew Research Center, these are the percentages of U.S. adults that use social media sites online or on mobile:

- YouTube: 73%
- Facebook: 68%
- Instagram: 35%
- Pinterest: 29%
- Snapchat: 27%
- LinkedIn: 25%
- Twitter: 24%

U.S. adults use many of these sites, which creates great opportunities for your business to reach leads. You have numerous opportunities to reach leads and can engage them on these different platforms.



The ability to reach large audiences is a huge advantage of social media. It opens the door for your business to find more leads that want your products or services.

A coffee shop in Washington, D.C., for instance, could use social media to reach locals and tourists. They could target users within a certain radius or location when creating social ads or boosting organic posts. Both these strategies could help bring foot traffic to the shop.

2. You have a direct connection with your audience

Social media is one of the few marketing strategies that allow you to connect directly with your audience. You know who is interested in your business because they choose to follow your social media account.

This social media advantage helps your business in numerous ways:

- You get to know them better: When you know your audience better, you can deliver more valuable content to them. You make the content more personalized to their interests, which leads to more engagement on your page and with your business.
- You provide better customer service: A direct connection with your audience allows you to resolve issues easier. You can address them personally, deal with their issues 1-on-1, and build your brand in a positive light in the process.
- You gain valuable insight about your customers: The direct connection with your audience helps you get to know your audience better. You see who interacts with your posts and how they interact with them. It helps you adapt your strategy to make it better for your followers.
- You see how your audience perceives your business: It's always good to know how others view your business. With social media marketing, you know what your audience thinks of your company. It's a huge advantage of social media marketing because you can capitalize on aspects people like about your business and fix elements they don't like.

The direct connection with your audience is a great way to improve your overall marketing campaign. You'll get insight from your followers and be able to adapt your social media strategy better to meet their needs.

3. You can create organic content

The ability to post organic content for free is an incredible benefit of social media for business. This opens many opportunities for your company to connect with valuable leads at no cost. It's one of the reasons why companies love using these platforms.

You can post as much content as you want to engage your audience too.

These platforms enable you to post photos, videos, and more, depending upon the social media network. It's a great way to put your brand out in front of people interested in your business and help them get more familiar with it.

4. You have access to paid advertising services

If you want to go beyond organic posting, there is an option to run paid advertisements. Each social platform offers its own form of paid advertising. Your social media advertising capabilities will vary depending upon your platform.

Paid advertisements offer your business the opportunity to connect with interested leads that haven't found your business yet. Social media platforms allow you to tailor your ads to appear in the feeds of people who are looking for your products and services.

This creates a great opportunity for your business to expand your reach and obtain new leads. You help more interested leads find your business, which results in new followers, as well as conversions for your business.

5. You build your brand

One advantage of social media marketing is the ability to build your brand. When you connect with interested leads, you expose them to your brand. The ability to post organic content for free allows you to build brand recognition repeatedly with your audience.

This builds brand loyalty. The more people get exposed to your brand, the more they become familiar with it. Brand familiarity leads to more conversions down the line because people tend to buy from brands they know well.

Social media also helps you build your brand because it enables sharing. You can share, retweet, and re-pin content on these platforms. This means that followers can share your content with their friends and family, which helps expose your brand to more people.

It's an excellent way for you to gain new leads. You can reach leads that you wouldn't reach otherwise. It helps you grow your followers and earn more leads.

6. You drive traffic to your website

Social media is a great catalyst for driving traffic to your business's website.

Most social media platforms allow you to post content with a link to your website. When you create compelling content, you can entice your audience click on the link. This directs them to your site, where they can learn more about your business.

It's a great opportunity for you to help your audience get more familiar with your business.

They can check out your website and learn about your products and services.

Depending on your business, you can even let people use your site to book appointments or pay bills. A dental social media marketing strategy, for example, may direct people to the practice's website to book their first appointment and complete any new patient forms.

More traffic on your site also helps your other marketing efforts because you'll drive more relevant traffic to your page.

7. You can evaluate your performance

The last advantage to social media marketing is the ability to assess your performance. Whenever you run a marketing campaign, you want to know how it's performing. Social media platforms make it easy for you to track your campaign to see if you're driving valuable results.

A social media benefit is you can access informative metrics

You can determine how many people see your posts, comment, like, share, and more. If you run an advertising campaign, you can view metrics for that, too. You'll see metrics like impressions, clicks, and conversions.

When you can evaluate your social media strategy's performance, you can optimize it and improve it to drive better results.

7. You can join social media networks for free

One of the biggest advantages of social media marketing is that it is entirely free to start. None of the largest platforms have signup fees of any sort, so the only investment you'll need to make is in the form of time.

That being said, there are paid advertising options on most social media platforms. These can be a great tool for growing your following and reaching more users, but are by no means mandatory for businesses.

8. You can create viral content

Perhaps the most unique advantage of social media is the ability to get help from your followers. People love to share things with their networks, from photos and recipes to interesting articles and hot deals.

Unlike other forms of Internet marketing, like your site and paid advertisements, content on social media is often shared. However wide your reach, your followers can share with their followers, who then share with

their followers, giving you a wider reach (with lower cost) than a traditional marketing campaign.

9. You can uncover valuable insights

You can also use social media to gain valuable information about your customers that will help you make smarter business decisions. For example, social listening allows you to discover how people feel about your company and brand. With social listening, you can uncover conversations about your business and answer questions about your offerings.

What do people like about your business? How can you improve your products and services to better meet the needs of your target audience? Understanding the answers to these questions can your business stand out from the competition and reach more people.

With any marketing strategy, there are always disadvantages. The disadvantages don't mean that the approach isn't effective, but rather, present potential hurdles you may have to jump through during your campaign.

Here are four downsides to social media:

1. You can receive negative feedback

People use social media to post content they love, but they also use it to share experiences they didn't love. If someone had a poor experience with your business, it opens a door of opportunity for them to share their poor experience with others.

This negative feedback comes in different forms. On platforms like Facebook, someone can leave a negative review on your page and share their negative experience. When someone checks out your business next, they'll look at the reviews and see the negative feedback.

On sites like Twitter, users can tag a company in their posts and share their negative experience. People can retweet that poor experience and spread it across the network.

Social media platforms are catalysts for complaining and leaving negative feedback. People use their profiles to help others understand their poor experience. Many people feel there is a social obligation to share their experience to prevent others from having the same experience.

Having too much negative feedback can negatively impact your future marketing efforts.

People trust others to give them insight into your company, especially if it's the first time they are hearing of your business. With social media, it's possible that negative feedback can hinder your business from earning leads.

How to adapt to this social media disadvantage: Whenever you receive negative feedback on social media, respond to it. Don't leave people's complaints and concerns unaddressed. Not everyone is going to have a positive experience with your business, but addressing the issues can speak volumes about your company and its values.

2. You open up the potential for embarrassment

It's easy for posts to go viral on social media. People keep a close eye on the good and the bad on social media. If you aren't careful about the content you post, you can end up embarrassing your company and getting caught in an awkward situation.

For example, at one point, the hashtag "WhyIStayed" was trending on social media. This hashtag was about victims of domestic violence sharing their story. The hashtag took social media by storm and became a facilitator for conversations about abusive relationships.

DiGiorno Pizza saw this hashtag trending and decided to jump in on an opportunity for brand exposure. They shared a tweet that said, "#WhyIStayed you had pizza." Within minutes, people became outraged at the company for their tweet.

The pizza company hadn't researched the tweet beforehand to realize what it was regarding. The tweet was deleted in minutes, but the impact lasted a long time. People were still talking about the tweet long after it was removed.

This was an embarrassing moment for DiGiorno that blew up over social media. They spent the next few weeks doing damage control and addressing their mistake with thousands of people on Twitter. The carelessness of the tweet made people have a negative perception of DiGiorno.

When you post on social media, there is always an opportunity to embarrass your business on accident. This is a big downside to social media.

How to adapt to this social media disadvantage: Always do your research before posting content on social media. Whether it's a photo, a hashtag, or a video, do your research to see if there is any way it could be

construed the wrong way. Research helps you adapt your content to prevent your company from embarrassment.

3. You must spend a lot of time on your campaigns

Social media isn't a one and done type of marketing method. You must constantly create new content, post content, and engage with your audience on these platforms. A big drawback to social media is that it is time-consuming for companies.

If you have a small business, small marketing department, or limited resources, it's challenging to manage a social media marketing campaign.

You have to find time to balance posting content, monitoring that content, responding to people, and measuring your content's impact. If you don't have the resources, it can be an overwhelming task.

If you aren't doing enough with your social networks because you don't have time, people, or programs to help you run your marketing strategy, your campaigns will suffer. You won't be as effective as someone who has the necessary aspects to run a successful social media campaign.

How to adapt to this social media disadvantage: If you don't have the resources, consider outsourcing your social media marketing campaign to a social marketing company. You can hire a social media marketing company to handle your campaign for you while you run your business. Not to mention, you'll partner with people who have years of experience running campaigns and know how to drive success!

4. You have to wait to see results

When companies invest in marketing strategies, they want to see immediate results. You want to know that your strategies are working and that the investment is worth your time. With social media marketing, you don't see immediate results.

Social media marketing's success is predicated on the campaign's overall success. Posting one piece of content doesn't determine the success of your campaign. You must post multiple pieces of content over a period of time to determine the true success of your campaign.

This is a downside of social media because you have to wait to see results. You must be patient and wait a few weeks to see results before you can adjust your campaign.

How to adapt to this social media disadvantage: The only true adaptation for this downfall is to be patient. You must remind yourself that you can't see true immediate results until your campaign is running for

some time. The best thing you can do is track the performance of your social media posts as you post them to have them ready for comparison once your campaign is running for some time.

• SUMMARY

- The importance of the Internet as a news- gathering instrument is no longer questioned. Throughout the world journalists have incorporated the Internet into their daily routines of news production.
- Blogging is a shortened version of "weblog," which began as a diary-like outlet for early internet users. Modern blogging is an expansive medium that incorporates written words, photography, videos, and all kinds of subject matters. Businesses can use blogs to drive customers to their website, increase SEO performance, or generate alternate streams of income. Blogs are different than traditional websites because they're frequently updated, and they make it easier for the audience to engage with each other and the content creator.
- An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.
- Web television is original episodic online video content produced for broadcast on the Internet via the World Wide Web. The phrase "web television" is also sometimes used to refer to Internet television in general, which includes Internet-transmission of programs produced for both online and traditional terrestrial, cable, or satellite broadcast.
- Internet radio (also web radio, net radio, streaming radio, e-radio, IP radio, online radio) is a digital audio service transmitted via the Internet. Broadcasting on the Internet is usually referred to as webcasting since it is not transmitted broadly through wireless means.
- Citizen journalism involves private individuals, who are normally the consumers of journalism, generating their own news content. Citizens collect, report, analyze, and disseminate news and information, just as professional journalists would, creating what is known as user-generated content.

- New Media has several advantages and disadvantages like reach to large audiences, direct connection with audience, build own brand, negative feedback, embarrassment etc.

• QUESTIONS

Fill in the blanks:

1. The first impact that the internet on journalism is that -----
Ans. It has changed the functions and nature of journalism.
2. An online newspaper is the -----
Ans. online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.
3. The term e-zine is short for -----
"electronic magazine."
4. Methods used for distributing online television
Ans. (a) Downloadable media, in the form of video podcasts or individual files
(b) Peercasting
(c) Streaming from a single or multiple websites
5. What are the two main categories that radio stations fall into when it comes to financing?
Ans. Public broadcasting and commercial broadcasting
6. What is podcasting?
Ans. A podcast is a digital media file (usually audio but can also be video) that is part of a series of programmes that can be subscribed to by anyone who wants to listen. Programs or apps called "podcatchers" can be used to subscribe to and automatically download each podcast in a series when it becomes available, and are designed to be used with smartphones so listeners can use them on the go.
7. Downsides to social media:-----
 1. Negative feedback
 2. Potential for embarrassment
 3. A lot of time on campaigns
8. Blogging is a shortened version of -----
Ans. weblog

Choose the correct option:

9. Citizen journalism is the practice of
- (a) preparing stories that will help citizens vote in elections.
 - (b) publishing only those stories that are of interest to politically active citizens.
 - (c) collaborating with nonprofit organizations to prepare news stories.
 - (d) inviting readers and viewers to participate in the creation of news content.

Answer in brief

1. How would you define internet as a tool of journalism?
 2. Describe in your words about news portal and news websites.
 3. What do you understand by E-newspapers, E-Magazine and Blogging?
 4. Explain in your words about Web TV, Web Radio and Citizen Journalism.
 5. Explain briefly about advantages and problems of new media.
- 