

## UNIT-V

# NEW MEDIA PRACTICE

### STRUCTURE

This chapter shall cover the following main points:

- We shall understand about
- To create and maintain blog
- Analyze various elements and content of a news website-Distinguish between news, opinions and advertisements
- Analysis of important Indian News-Based Web-sites.
- Create a simple web page with links to text, graphics and audio & video documents using HTML
- Students in groups should create a dynamic website.

### • LEARNING OBJECTIVES

Through this chapter students will come to know about:

- Importance of blog and analyze various elements and content of a news website-Distinguish between news, opinions and advertisements
- Importance of Indian News-Based Web-sites.
- Students would create a simple web page with links to text, graphics and audio & video documents using HTML
- Students in groups should create a dynamic website.

### • TO CREATE AND MAINTAIN BLOG

#### How Blogging Works

Blogging is as simple as obtaining a website and publishing original content on it. Tech-savvy bloggers can buy a domain name and build the website themselves. Those with less HTML knowledge can create an account with sites like WordPress that simplify the web design and publishing process.

Blogs are usually simple websites. Older pieces may be archived in separate sections of the site, and there may be a separate page with contact info or a bio, but the blog itself is usually just a single page that can be scrolled through—similar to the news feed on social media sites like Facebook. As with a Facebook news feed, a blog displays the newest content at the top of the page.

All of the posts on a blog are usually created by a single author. However, when a company or organization maintains a blog, it may pay for blog content—either by hiring a team of writers or buying content to post.

Another unique feature of blogging is interlinking. This occurs when a blogger links to another person's blog within their own blog post. For example, if a music teacher maintains a blog, and they write a blog post about how to form a chord, they might link to a musician's blog to show an example of the chords in action. A political blogger may link to another politics blog and then discuss how they agree or disagree with a post on that blog. Interlinking, along with the comment section, fosters the sense of community that makes blogs unique.

Some people are confused over what constitutes a blog over a website. Part of the confusion stems from the fact that many businesses use both, usually by adding a blog section to the company website. However, there are two features of a blog that set it apart from a traditional website.

First, blogs are updated frequently. Whether it's a mommy blog in which a woman shares adventures in parenting, a food blog sharing new recipes, or a business providing updates to its services, blogs have new content added several times a week. Websites might occasionally have new information, but for the most part, they offer static information that rarely changes.

Secondly, blogs allow for reader engagement. Blogs and social media accounts often go hand-in-hand because they serve a similar purpose of connecting an audience with each other and the content creator. Some websites may incorporate features that allow for conversation, but generally speaking, a blog allows for more conversation and interaction than a traditional website does.

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## • REQUIREMENTS FOR A BLOG

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The good news is that starting a blog or adding a blog to your existing site is relatively easy and affordable. All you have to do is follow these four steps.

## **Set Up the Blog**

There are free blog options such as WordPress and Blogger, but to retain control and a professional image, consider investing in a domain name and a hosting service. You can install WordPress or another content management system on your host if you don't want to create the whole site from scratch.

## **Add Content**

Once your blog is up and running, you need to keep it active with new content to grow your business. Develop a set schedule for writing and posting blog articles. Create a content calendar so you always know what you're going to post.

## **Market**

Like all other business ideas, your success comes from marketing and getting your message in front of your target market. Great ways to reach your market are through social media apps, email lists, and by reaching out to other bloggers, podcasters, and media outlets for publicity. Repurpose your blog content to promote your business across platforms, such as by using quotes on your Twitter or Instagram profiles, or by creating a video of your article to share on YouTube.

## **Add Income Streams**

While your blog can complement an existing business, it's also a great way to add additional income streams to your home business. You can promote other companies' products and services in affiliate marketing. You can advertise or feed ad networks, such as AdSense, on to your blog. If you have a service business you're promoting with your blog, you can create your own information products to complement it. Or, if you have your own product, you can offer a service.

## **How to maintain a blog**

If your post gained enough traction to have a significant amount of comments, take a look at them. Find out what is being discussed or what common threads go through each user's input.

They're telling you what they want to hear. Take those ideas and run with them for subsequent posts, even if they're not your next ones.

Then, answer those people to encourage them to keep reading and commenting.

Keep a notebook of your ideas, whether it's virtual or physical. Note the word "a" in the preceding sentence. You won't want your blog ideas written down on a dozen restaurant napkins, in three notebooks you used for college, and inside of a book you were reading last year. You want them accessible at any time and easy to find. I use a Google Doc.

Finally, longer blogs can be written and posted around once a week. Don't take the risk of posting bi-weekly or monthly since readership might decline and people might lose interest in that long amount of time.

In the end there is something to be said for experimentation in this area. Successful blogs tend to follow a set schedule and a few rules, but there is some flexibility in posting frequency.

Remember, blog posting doesn't just mean you need to be writing and posting 365 day a year. Quality over quantity. But, don't disappoint your audience. Blogging does mean a serious commitment of both time, effort and actual published pieces; if you're not blogging at least twice a week, I don't think you have the opportunity to really build a sure audience, especially as you're new. If you're not blogging at least once a week – you, my friend, are not a serious blogger.

But as you get further into the world of blogging, get regular readership, and find a few blogging buddies, you'll find it easy to ask for a guest blog or two. Guest blogs are great for a few reasons – just remember to get a high-quality guest on your blog, or it's all worth crap (really). First, the owner of the blog gets some much-needed rest while still providing content. Second, the owner of the blog gets a bit more recognition since the guest will link to the post on your blog. Third, the guest gets some exposure to your readership and a few more hits because of it. Finally, the reader is exposed to a blogger they may not have heard of before and may come to love.

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- **ANALYZE VARIOUS ELEMENTS AND CONTENT OF A NEWS WEBSITE-DISTINGUISH BETWEEN NEWS, OPINIONS AND ADVERTISEMENTS**

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Major news websites haven't always been known for the quality of their design or their expertise in usability. In the early days of the internet (and even in more recent times, too) it seemed like many news organizations were trying to replicate their print publications directly on the web without considering how the needs of digital readers would differ from those reading on paper.

Fortunately, those dark days are (mostly) behind us. Sure, usability issues still exist on publisher sites, usually in the form of horrific sticky ad overlays, but by-and-large news organizations have invested in making their sites more user-friendly in recent years. Here are five design elements and approaches that we think major news organizations are doing right.

## 1 - Efficiency of long-scrolling pages

News sites are some of the best employers of long-scrolling webpages, and they're also great examples of the types of websites this approach works well for. News sites benefit from deep-scrolling layouts because these layouts ensure users can keep scrolling until they find an article that interests them, rather than being forced to click around until they find what they want. It's also a more immersive experience that encourages content discovery.

## 2 - Importance of content hierarchy

One of the most important considerations in the designing of news sites is ensuring content is discoverable, and a big factor in discoverability is whether or not users are able to interpret the content being presented to them. Have you ever had the experience of going to a news site and being so overwhelmed by competing content that you threw in the towel altogether? Part of the reason for a bad experience like that is a lack of content hierarchy. The user's attention needs to be directed to important information, and the layout of the content should make it easy for them to digest that information.

Content hierarchy is an important element in the design of any webpage — it directs the user's eye and signals where they should focus attention.

## 3 - Emphasis on shareability

If there's one thing that most publishers do well, it's making sure users can easily share their content. They know that the more broadly their content is shared, the more visibility they will have and the more readers they will acquire.

Anyone who produces content (including brands doing content marketing) knows that a big part of making sure your content is successful is in helping it to get discovered. Shareability is a means to discoverability — a fact that major news sites know well

## 4 - Stickiness

Stickiness refers to a website's ability to get visitors to return frequently. Social media sites are very sticky because users are constantly posting new content and updates — those updates make people feel the need to return frequently to find out what's new.

Like social media sites, news sites are also naturally sticky as they post new content throughout the day and people naturally turn to them frequently to stay on top of current events. But news organizations also make sure to design around enhancing the stickiness of their sites.

BBC, for example, shows how long ago each article was posted. This serves as a kind of proof to users about how often their homepage is updated with recent news.

CNN takes a similar approach in their “top stories” widget in the right rail. They also have a “breaking news” banner at the top of the site, which probably helps bring users back throughout the day to check if anything’s “breaking.”

Not every website needs to be sticky, but for those that do it’s important to implement design elements that will enhance this effect.

## **5 - Being mobile-friendly**

By now everyone knows the importance of having a site that’s mobile-optimized. Most of us probably also know that designing that site is no small feat. It’s a huge undertaking to figure out how content-heavy sites can be designed for maximum utility on mobile. No one knows that better than news sites, after all they have more content than almost anyone else. Many major news providers have apps, but an app only services those users devoted enough to download it, so a mobile-optimized website is also necessary.

There’s a lot to be learned from the way news sites choose to present their content to readers. The chief goals of news sites are to present quality content in a way that makes the content easy and enjoyable to read, and to make it easy for users to find the content they’re interested in. Those goals are aligned closely with the goals of most websites, regardless of industry or vertical.

It is imperative that news organizations have to clearly distinguish between news and advertisements with full and proper disclosure norms, so that no reader and viewer is tricked by any subterfuge of advertisements published and broadcast in the same format, language and style of news. It is disturbing that this “paid news” practice is also being used by companies, organizations and individuals, apart from political parties.

The Guild further deplores the practice of “private treaties” where news organisations accept free equity in unlisted companies in lieu of promoting these companies through news columns and television news programmes. The news organisations should disclose their commercial and equity interests in such companies to the readers and viewers in a transparent manner.

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## • ANALYSIS OF IMPORTANT INDIAN NEWS-BASED WEBSITES

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A lot of people, these days, prefer the web over the newspapers, for getting the latest news. Given the versatile nature of the Internet, online news portals are getting more popular with time. Newspapers are considered 'old fashioned' and are slow, whereas the news websites keep adding content and updating the existing news. Before we get the chance to lay our hands on the newspapers, we are already aware of the latest happenings in our country. Thanks to the top 10 News Websites in India, for reaching the most important news to the common men as quickly as possible.

ND TV (New Delhi Television) is one of the leading news channels of our country, founded by Mr. Prannoy Roy and Ms. Radhika Roy. Today, NDTV has several subsidiary channels, such as NDTV lifestyle, NDTV Convergence. It is considered to be India's number 1 media channel. To stay connected with the world around you, get the NDTV app on your phone and stay up to date.

Ibnlive.in is a very popular news resource online as it provides the platform for the readers to interact with the editors and reporters. Headquartered in New Delhi, ibnlive.in is supported by a strong team of over 1000 news professionals, who supply the readers of the website with solid news from every corner of India as well as with international news.

BBC News India is a great news website. The clutter free layout of the website makes for very easy reading of the content published on the websites. BBC news India is also available in different Indian languages such as Hindi, Bengali, Tamil.

The ePaper from The Indian Express supplies us with news in every genre- be it lifestyle, Bollywood, sports or politics. To stay entertained, download the Indian Express app, which is available on IOs as well as android.

India Today began in 1975 and soon it became one of the pioneers in the Indian news industry. India Today sets the benchmark for the young Indian journalists.

Webdunia provides news on politics, international affairs, Bollywood masala gossips and sports, in different Indian languages such as Hindi, Gujarati, Marathi, Tamil, Malayalam, Kannada and Telegu.

Samachar.com is a part of the sify group. The website provides the latest news in English, Hindi, Gujarati, Punjabi, Marathi, Tamil, Malayalam, Kannada and Telegu.