

# DSCC 9- Introduction to New & Digital Media

## ***UNIT – 1***

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### **1. Defining New Media**

New media refers to digital, networked, interactive, and internet-based communication technologies that combine text, audio, video, and graphics into a single platform. Unlike traditional media such as newspapers, radio, and television, new media allows instant distribution, real-time updates, and two-way communication between producers and audiences. It includes websites, social media, mobile apps, streaming services, and digital journalism tools. New media is characterized by convergence, interactivity, user participation, and global accessibility.

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### **2. Terminologies and Their Meanings – Digital Media, New Media, Online Media**

Digital media refers to content created, distributed, and consumed through digital technologies such as computers, smartphones, or tablets. New media is a broad category that includes digital and internet-based platforms offering interactivity and participation. Online media specifically refers to content that is available on the internet, such as news websites, blogs, social networks, e-magazines, and video platforms. All three terms overlap but differ in scope: digital media refers to format, new media refers to technological evolution, and online media refers to the space of publication.

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### **3. Overview of Online Journalism**

Online journalism is the practice of producing and distributing news through internet-based platforms rather than print or broadcast. It allows multimedia storytelling using text, images, audio, and video, and supports instant updates, hyperlinks, and audience interaction through comments and social sharing. Online journalism breaks geographical barriers and supports 24×7 news cycles, citizen reporting, and user participation. It is faster, more interactive, and more accessible compared to traditional journalism.

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## **4. Why Newspapers and Broadcast Outlets Are on the Web**

Newspapers and broadcast outlets shifted to the web due to declining print circulation, rising competition, lower costs of digital publishing, and changing audience habits. The internet allows instant news updates, wider reach, and multimedia features that print and TV cannot provide. Online presence helps media organizations attract digital advertising revenue, engage audiences through social media, and provide real-time information. The web also enables archives, analytics, and personalized content.

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## **5. Understanding Virtual Cultures and Digital Journalism**

Virtual cultures refer to communities and social interactions formed online through digital platforms such as forums, social networks, gaming spaces, and virtual worlds. These cultures influence how people communicate, share news, and participate in civic discussions. Digital journalism operates within these virtual cultures, using interactive platforms where journalists and audiences collaborate, comment, and share information. The rise of memes, citizen journalists, influencers, and online communities are part of virtual culture's impact on journalism.

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## **6. Information Society and New Media**

An information society is a social system where the production, distribution, and consumption of information is the major economic and cultural activity. In such a society, new media become essential tools for communication, education, governance, and commerce. The growth of internet technology, digital literacy, and online information systems has transformed societies by enabling faster communication, remote work, e-learning, and digital public services. New media powers this transition by creating unlimited information access.

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## **7. Technological Determinism**

Technological determinism is a theory that argues that technology shapes society, culture, and human behavior. According to this view, new media technologies like the internet, smartphones, and social media influence political participation, social relationships, and communication patterns. For example, social media has transformed activism, news consumption, elections, and cultural expression. Technological determinism suggests that technology drives social change more than human choices or institutions.

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## **8. Computer Mediated Communication (CMC)**

Computer Mediated Communication refers to communication carried out through digital devices such as computers, smartphones, or tablets. CMC includes email, chats, messaging apps, video conferencing, and social networks. It enables real-time or asynchronous communication across distances and has transformed journalism, education, business, and personal interaction. CMC features reduced physical cues, increased anonymity, and faster information exchange.

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## **9. Networked Society**

The term “networked society,” introduced by Manuel Castells, describes a world where social, economic, and cultural activities are organized through digital networks. In a networked society, individuals, institutions, and communities connect through the internet, enabling rapid information flow, global communication, and new forms of collaboration. Journalism adapts through networked newsrooms, citizen collaboration, and decentralized information sharing.

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# ***UNIT – 2***

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## **1. Internet and Its Beginnings**

The internet began as ARPANET in the 1960s, created by the U.S. Department of Defense to allow secure communication across multiple computers. It evolved through TCP/IP protocols in 1983, the creation of the World Wide Web by Tim Berners-Lee in 1989, and the commercialization of the web in the 1990s. The internet revolutionized communication, journalism, business, governance, and entertainment by enabling global connectivity, instant information access, and digital platforms.

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## **2. Remediation and New Media Technologies**

Remediation refers to the process through which new media reshape, refashion, and incorporate elements of older media. For example, online newspapers resemble print layouts, digital radio streams audio like traditional radio, and OTT platforms imitate television. New media technologies often remix, extend, or improve older forms while offering new capabilities such as interactivity, hyperlinks, and user participation.

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## **3. Online Communities**

Online communities are groups of people interacting and forming social bonds on digital platforms such as forums, social media, gaming networks, and messaging groups. These communities share interests, information, experiences, and culture. They influence political discussions, fandoms, activism, and even journalism through crowd-sourced information and user-generated content.

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## **4. User Generated Content (UGC) and Web 2.0**

User Generated Content refers to digital content created by users rather than professional creators. This includes blogs, videos, social media posts, reviews, podcasts, and memes. Web 2.0 enabled this shift with interactive platforms like YouTube, Facebook, Instagram, and Wikipedia. The audience became both consumers and producers ("prosumers"), transforming journalism by introducing citizen reporters and participatory news culture.

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## **5. Networked Journalism**

Networked journalism blends professional journalism with citizen participation through digital networks. It involves collaboration, crowdsourcing, open newsrooms, and social media-based reporting. Journalists interact with audiences to gather information, verify facts, and distribute stories. Networked journalism creates a more democratic and transparent news environment.

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## **6. Alternative Journalism**

Alternative journalism challenges mainstream news by providing perspectives of marginalized communities, grassroots movements, and independent voices. It uses online platforms, blogs, social media, and community media to highlight issues ignored by mainstream outlets. Alternative journalism promotes activism, social justice, and freedom of expression.

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## **7. Activism and New Media**

New media transformed activism by enabling rapid mobilization, online campaigns, viral hashtags, and digital petitions. Movements like #MeToo, Arab Spring, and climate activism used social media to gather support, share information, and pressure governments. Digital activism makes participation easier and global, but also faces challenges like misinformation and online harassment.

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## 8. Citizen and Participatory Journalism

Citizen journalism allows ordinary people to report news using smartphones, blogs, and social media. Participatory journalism involves collaboration between journalists and audiences through comments, story tips, live updates, and crowdsourced content. Both forms democratize news production and increase diversity of voices but require verification to prevent misinformation.

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## 9. Brief History of Blogging

Blogging emerged in the late 1990s as a form of personal online diaries. It evolved with platforms like Blogger (1999), WordPress (2003), and Tumblr (2007). Blogs expanded to journalism, activism, education, lifestyle, and entertainment. They helped ordinary people voice opinions and contributed to citizen journalism and alternative media movements.

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# ***UNIT – 3***

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## 1. Hyperlocal Journalism

Hyperlocal journalism focuses on very small, community-level news such as neighborhood issues, local politics, school events, public safety, and local businesses. Powered by digital tools, hyperlocal journalism uses websites, social media, and mobile apps to provide timely, relevant, and personalized content. It empowers communities by addressing issues often ignored by mainstream media.

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## 2. Security Challenges in Online Journalism

Online journalism faces several security challenges including hacking, phishing attacks, data theft, identity theft, digital surveillance, ransomware attacks, and harassment of journalists. News organizations must secure websites, encrypt communications, protect sources, and maintain digital hygiene to prevent cyber threats. Journalists increasingly require cybersecurity skills to protect themselves and their information.

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## 3. Ethics of Online Journalism

Ethics in online journalism emphasize accuracy, verification, transparency, respect for privacy, and responsible use of digital tools. Online platforms create ethical challenges such as misinformation, clickbait headlines, paid news, fake images, plagiarism, and algorithmic

bias. Ethical journalism requires fact-checking, balanced reporting, and accountability even under pressure for speed.

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## **4. Tools of Online Journalism – Multimedia, Interactivity, Social Networking Sites**

Online journalism uses multimedia tools such as audio, video, infographics, animations, and images to enhance storytelling. Interactivity allows users to engage through comments, polls, links, and social sharing. Social networking sites like Facebook, Twitter, Instagram, and YouTube help journalists gather information, interact with audiences, and distribute news widely.

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## **5. Storytelling Structures in Online Journalism**

Digital storytelling uses non-linear structures, hyperlinks, multimedia layers, and interactive formats. Stories can be scroll-based features, timeline narratives, data-driven visuals, podcasts, or video stories. Online storytelling is flexible, combining text with multimedia to create engaging narrative experiences.

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## **6. AI and Large Language Models in Journalism**

AI and large language models (LLMs) assist in news production through automated writing, data analysis, trend prediction, content recommendations, transcription, translation, and detecting misinformation. They help journalists work faster and handle repetitive tasks. However, they raise concerns about bias, accuracy, job displacement, and ethical use of technology.

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## **7. Use of AI in Journalism – Pros and Cons**

AI improves efficiency, accuracy, data handling, and audience targeting. It helps produce quick updates, analyse big data, personalize news, and automate routine tasks. But AI can also create fake content, spread misinformation, reduce human judgment, cause job loss, and introduce algorithmic bias. Responsible use of AI requires human supervision and ethical guidelines.

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## **8. AI and Social Surrealism**

AI and social surrealism refers to the blending of artificial intelligence-generated content with social realities, creating a blurred line between real and artificial worlds. AI-generated deepfakes, synthetic media, and creative visuals reshape public perception, sometimes leading to confusion, manipulated information, and altered social narratives. It highlights the growing challenge of distinguishing truth from artificial imagery in digital culture.