Basics of New Media

BA(JMC) 301

Unit I

by

Mr. Rahul Kumar

Assistant Professor, BVICAM, New Delhi

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Syllabus- Unit 1

[Online Communcation]

- Online Communication: Meaning, Definition and Evolution from Web 1.0 to Web 3.0
- Communication Technology and Society
- Attributes of Online Communication
- Video Conferencing, Webcasting and Podcasting

Online Communication

- Online communication refers to the exchange of information, messages, and ideas between individuals or groups using digital platforms and the internet.

Online Communication

Functions of Online Communication:

Real-time Interaction

Online communication allows people to engage in real-time conversations through instant messaging, video calls, or voice calls.

Social Media

Social networking platforms like Facebook, Twitter, Instagram, and LinkedIn provide channels for people to share updates, photos, and videos with their network.

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Email

Electronic mail, or email, enables the exchange of messages, files, and documents between individuals and organizations.

Discussion Forums and Chat Rooms

These platforms facilitate discussions on specific topics, where people can participate by posting messages or comments.

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Web Conferencing and Virtual Meetings

Online communication tools like Zoom, Microsoft Teams, or Google Meet allow individuals and teams to hold virtual meetings, webinars, and conferences.

Blogging

Blogging platforms allow individuals to publish articles, thoughts, and opinions for a broader audience.

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Online Collaboration Tools

Platforms like Google Docs and Microsoft Office 365 enable multiple users to collaborate on documents, spreadsheets, and presentations in real-time.

Online Gaming

Multiplayer online games create opportunities for social interaction and communication among gamers.

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Video Sharing

Platforms like YouTube allows users to share and communicate through video content.

From Web 1.0 to Web 3.0

The shift from Web 1.0 to Web 3.0 represents the evolution of the internet and web technologies, marking distinct phases in the development of the World Wide Web. Each phase represents a different set of features, user experiences, and underlying technologies.

Web 1.0

Web 1.0: Web 1.0, often referred to as the "Static Web" or "Read-Only Web," was the first phase of the internet. It emerged in the early 1990s and lasted until the early 2000s.

Web 1.0

Key characteristics of Web 1.0:

- ✓ Static websites: Content was primarily delivered as text and images with little to no interactivity.
- ✓ Limited user participation: Users were passive consumers of content without the ability to contribute or interact with the web content.
- ✓ Search engines: Early search engines like Yahoo! and AltaVista emerged to help users find relevant information.

Web 2.0

- **Web 2.0:** Web 2.0, also known as the "Social Web" or "Read-Write Web," emerged in the mid-2000s and marked a significant shift in the way people interacted with the internet.

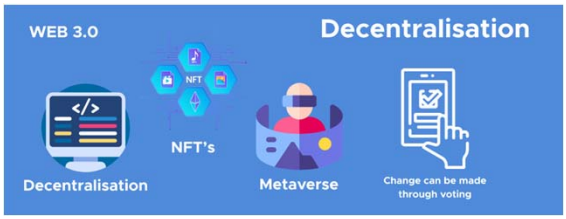
Web 2.0

Key characteristics of Web 2.0:

- ✓ User-generated content: Platforms like social media, blogs, and wikis allowed users to create and share content.
- ✓ Social networking: Social media platforms like Facebook, Twitter, and LinkedIn facilitated social interactions and connections between users.
- ✓ Interactivity: Websites became more dynamic, allowing users to participate, comment, and engage with content.
- ✓ Rich media: The use of multimedia elements such as videos, animations, and interactive applications became more common.

Web 3.0

- **Web 3.0:** Web 3.0, also referred to as the "Semantic Web" or "Intelligent Web," represents the future vision of the internet. The main goal of Web 3.0 is to create a more intelligent and interconnected web, enabling machines to understand and process information like humans.



Web 3.0

Key characteristics of Web 3.0:

- ✓ Artificial Intelligence (AI): Web 3.0 aims to leverage AI technologies to create smarter applications and services that can understand user intent, context, and natural language.
- ✓ Semantic web: Data will be structured in a way that machines can interpret and understand its meaning, allowing for more sophisticated search and data processing.
- ✓ Decentralization: Blockchain and distributed ledger technologies may play a significant role in Web 3.0, enabling decentralized applications and ownership of data.
- ✓ Personalization: Web 3.0 is expected to deliver highly personalized experiences, tailoring content and services based on user preferences and behavior.

Communication Technology and Society

- Communication technology and society are intricately intertwined, with advancements in communication technology having a profound impact on various aspects of human life and society as a whole.
- Communication technology refers to the tools, systems, and platforms that facilitate the exchange of information, ideas, and messages between individuals, groups, or organizations.

Communication Technology and Society

Key points highlighting the relationship between communication technology and society:

✓ **Global Connectivity:** Communication technology has broken down geographical barriers, enabling real-time communication and information exchange across the globe. This interconnectedness has facilitated international collaboration, cultural exchange, and business interactions on an unprecedented scale.

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✓ **Information Access:** The digital revolution has made vast amounts of information accessible to people with internet connectivity. This has empowered individuals with knowledge and has been a catalyst for education, research, and personal growth.

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- **Social Media and Networking:** The rise of social media platforms has transformed how people interact, share opinions, and connect with others. These platforms have played significant roles in social movements, political campaigns, and the dissemination of news. Nonetheless, they have also been linked to issues like online harassment, echo chambers, and the spread of misinformation.

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- **Business and Economy:** Communication technology has revolutionized the business world, enabling organizations to streamline operations, reach wider markets, and engage with customers more effectively. E-commerce, online banking, and digital marketing are just a few examples of how technology has reshaped the economy.

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- **Governance and Politics:** Communication technology has influenced political processes and governance. It has allowed politicians to reach constituents directly, mobilize supporters, and engage in online political campaigns. Additionally, it has enabled citizens to voice their opinions and hold governments accountable through digital activism.

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- **Cultural Exchange and Identity:** The internet and communication technologies have facilitated the exchange of cultures, traditions, and ideas. People can now connect with others who share their interests and beliefs, irrespective of geographic distance, leading to the formation of virtual communities.

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- **Education and Learning:** Technology has transformed the way education is delivered and accessed. Online courses, virtual classrooms, and digital learning resources have made education more flexible and accessible to people of all ages and backgrounds.

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- **Workplace and Productivity:** With the advent of communication tools like email, video conferencing, and collaborative platforms, the way people work has evolved. Remote work and telecommuting have become more prevalent, offering new opportunities and challenges for businesses and employees alike.

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- **Healthcare and Telemedicine:** Communication technology has played a vital role in healthcare by enabling telemedicine, remote consultations, and health monitoring. These advancements have improved healthcare access for people in remote areas and have been especially crucial during global health crises.

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- **Challenges and Concerns:** While communication technology has brought numerous benefits, it also poses challenges. Issues such as digital divide (unequal access to technology), cyber-security threats, privacy breaches, and the impact of technology on mental health are areas of concern that need careful consideration.

Attributes of Online Communication

Online communication has become an essential part of modern life, and it comes with its own unique set of attributes that distinguish it from face-to-face communication.

Attributes of Online Communication

Key attributes of online communication:

- ✓ **Speed and Real-Time Interaction:** One of the most significant advantages of online communication is its speed. Messages can be sent and received instantly, allowing for real-time interactions with individuals or groups across the globe.

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- ✓ **Anonymity and Privacy:** Online communication often allows for a certain level of anonymity, which can be both a benefit and a drawback. People may feel more comfortable expressing themselves freely, but this can also lead to issues like cyberbullying or trolling.

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- ✓ **Multimedia Integration:** Online platforms support various forms of media, such as images, videos, and audio messages. This enables users to convey their messages more creatively and engagingly.

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- ✓ **Accessibility and Inclusivity:** Online communication can be more accessible to individuals with disabilities, as it offers features like screen readers and keyboard navigation. It also allows people who might be introverted or socially anxious to participate more comfortably.

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- ✓ **Recordkeeping and Documentation:** Digital communication leaves a digital trail, making it easy to review past conversations and keep records of important information or decisions.

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- ✓ **Information Overload:** With the vast amount of information available online, it can be challenging to filter through and find reliable sources. This abundance of information can also lead to distractions during conversations.

Video Conferencing, Webcasting and Podcasting

Video Conferencing: Video conferencing is a real-time, two-way communication technology that allows individuals or groups in different locations to interact with each other via video and audio transmission.

Key Components of Video Conferencing:

- Camera: Captures video of participants.
- Microphone: Captures audio.
- Display: Shows the video feed of remote participants.
- Audio Output: Allows users to hear remote participants.
- Network Connection: Enables data transmission.

Video Conferencing

Advantages of Video Conferencing	Challenges of Video Conferencing
Enhanced Communication: Facilitates face-to-face interactions, improving understanding and collaboration.	**Technical Issues:** Connectivity problems or hardware failures may disrupt meetings.
Cost-Effective: Reduces travel expenses and saves time.	**Bandwidth Requirements:** High-quality video demands robust internet connections.
Global Reach: Enables communication with participants worldwide.	**Lack of Non-Verbal Cues:** Certain non-verbal communication cues may be lost over video.
Flexibility: Can be used for one-on-one meetings or large-scale conferences.	

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Application of Video Conferencing:

- ✓ **Business Meetings:** For remote teams or clients.
- ✓ **Education:** Virtual classrooms and distance learning.
- ✓ **Telemedicine:** Doctors and patients can communicate remotely.
- ✓ **Webinars:** Online seminars and workshops.

Webcasting

Webcasting: Webcasting is the streaming of live media content, such as audio or video, over the internet to a large audience. It can be a one-way communication or interactive.

Key Components of Webcasting:

- Camera/Microphone: Captures and streams the content.
- Encoding Software: Converts media into a digital format.
- Content Delivery Network (CDN): Distributes the content to multiple viewers.
- Web Browser: Allows viewers to access the webcast.

Webcasting

Advantages of Webcasting	Challenges of Webcasting
Real-Time Engagement: Enables live interactions with the audience.	**Technical Challenges:** Requires stable internet and reliable streaming infrastructure.
Scalability: Can reach a large global audience simultaneously.	**Audience Reach:** Depends on viewers' internet connections and device compatibility.
Cost-Effective: Eliminates the need for physical venues.	**Limited Interactivity:** Webcasts may have less interactivity compared to video conferencing.
Analytics: Provides data on viewer engagement and behavior.	

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Application of Webcasting:

- ✓ **Live Events:** Conferences, concerts, product launches.
- ✓ **Webinars:** Online workshops and presentations.
- ✓ **Training:** Webcasts allow the trainer to broadcast a training video to a wide and dispersed audience at the same time, ensuring consistency.

Podcasting

Podcasting: Podcasting is a method of distributing audio content over the internet through episodes or installments. Users can subscribe and download episodes for offline listening.

Key Components of Podcasting:

- Microphone: Used to record audio content.
- Audio Editing Software: Edits and enhances the podcast.
- Podcast Hosting Platform: Stores and distributes episodes.
- RSS Feed: Allows subscribers to automatically receive new episodes.

Podcasting

Advantages of Podcasting	Challenges of Podcasting
Accessibility: Users can listen at their convenience, even offline.	**Limited to Audio:** Lacks the visual aspect of video content.
Niche Content: Allows for specialized and targeted topics.	**Competition:** High number of podcasts, making it challenging to stand out.
Engagement: Builds a dedicated audience through regular content delivery.	**Listener Retention:** Keeping listeners engaged over time can be difficult.
Low Entry Barrier: Relatively easy and affordable to start a podcast.	

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Application of Podcasting:

- **Entertainment:** Storytelling, comedy, and radio-style shows.
- **Education:** Educational content, language learning.
- **Marketing:** Brand promotion and thought leadership.
- **News and Journalism:** Delivering news and analysis through audio format.

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