



**A blog post can be classified in different categories that is very user friendly because in a certain type of search to identify a navigate through the desired content.**

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**Abstract:**

Interactivity is an important term used along with e-newspapers, and the facility for a user to give feedback or select which features of a news story to read, definitely makes a story appear altered on an e-newspaper as compared to print newspaper. The term multimedia is also closely linked to e-newspapers as it includes use of audio, video, graphics, or other related ways that provides different types of information of a news story. Perhaps an equally popular word for added features of an e-newspaper is 'multimedia', which includes the. Interactivity and multimedia capability is integrated features of the Internet, and it is important to understand how e-newspapers use them.

*Keywords:* Social media; New media; interactivity; multimedia; e-newspapers; multi-media technology

**Introduction:**

The use of internet is expanding at fast pace that cannot be ruled out however it has its share of issues like privacy concerns, copyright, ethnic identity and pornography. The exponential growth has given opportunities for various businesses to flourish. As a result, publishing industries have begun to explore new, Internet-related markets, services and products in response to the recent advances in information and communication technologies (Scupola, 1999)

According to Robert Logan, new media possesses of features like interactivity, mutual form of communication and performs some metrics. Most of the traditionally existing media has been found to be mass media. New media technology differ from traditional existing media in terms of greater focus on interactivity. New media technology

have made people greatly participative and they generate news content and information, through various available options. Information on new media is easily accessible and can be stored as well. It is also hyperlinked so that readers can get more details. It is usually available through search engines also.

A new media theorist Lev Manovich, asserted that new media are closely linked to computers to disseminate information. It is evident from the service it provides such as news sites, virtual reality augmented reality, use of multimedia, use of special effects in day to day purposes. The new media technology definitely makes changes in the functioning of systems.

It is through new media that across the globe people are drawn towards new ways to access information and entertainment. The different forms of new media technology depict its involvement in the lives of people. Blogs form an important type of new media as they have been existing for long but display the most recent features of technology and prove to be meaningful. The fact that content in blogs can be accessed easily and is mostly simple to understand, makes it popular.

Similar to other forms of new media where information is shared, like e-newspapers or social media handles. The posted content is often a mix of text, photographs, videos or other graphics.

With some modification, blogs also try to be interactive. To invite more feedback they particularly select, the most preferred category of news coverage that is politics, entertainment and local content. It was found in a Sage journal that in spite of political bloggers, many journalists try to continue the role of gatekeepers on the evolved participatory format.

Virtual reality, which forms another important aspect of new media technology, possess the ability to create an atmosphere using physical and sensory experiences. Mostly, this is done through special gadgets in the form of headsets or screens or multi-dimensional graphics. Apparently the uses of virtual reality can be endless. New media can make efficient use of virtual reality in the future.

Media and entertainment industry readily capitalise in virtual reality to gain more consumers. Life like experiences of distant terrains or uses of this technology in education conform a bright future for virtual reality. Similarly it also has the potential to bring a new phase of journalism and moderate the way news consumers involve with news.

Exchanging information, content, and sharing ideas is the primary focus on social media platforms through internet networks and online communities. Social media is largely dependent on audience participation and interaction for making a reputation. There are many reports that suggest an increase in the time that an average online user spends each day on social media platforms. The future of social media is closely linked with the different types of new media. Like there is usually integration of virtual reality, graphics, videos or pictures on social media platforms.

E- newspapers are said to be a form of new media. The ease of access and multiple ways to offer news are the important aspects here. Interactivity provide by e-newspapers is their major asset. To connect with more people e-newspapers are also making use of social media and this is also being adopted by many print newspapers. According to a report by Pew Research Center about fifty six percent of newspaper readership exists among print newspapers in America. However, in the Indian scenario print newspapers are finding rising number of readers along with e-newspapers readers.

Technological advancements have made it possible for the traditional print newspapers to reach much wider reader base through various devices. According to estimates, almost sixty percent of Indians are online these days. It is evident, if more users are available online they will be approached by online advertisements too. There are reports based on the time spent on these operations. According to one such report, on an average an Indian user watches videos online for almost fifty two minutes in the year 2018 although this time was earlier about two minutes in the year 2012.

In the year 2019 this time of watching videos online may go upto sixty minutes each day. Many research studies expect the OTT platforms to expand to a larger audience by the year 2023 owing to reasons like greater internet penetration in rural parts of the country. At present almost seventy percent of the Indian are viewing video on demand. The fact that it can tracked and targeted, makes the online platform more approachable.

In print media tracking is difficult. Adeptness and aiming are making digital media preferable. Rising numbers of smart phone users also contribute to a shift towards online platforms. The younger age bracket have begun to avoid print newspapers according to chief operating officer at Madison Media. Online platforms offer new ways for print newspapers to grow and also pose some threats. In times where across the world print newspaper circulation is coming down, in India it is witnessing a rise.

The rise in print newspapers circulation in India is majorly among Hindi and vernacular press. To reach large population the Indian print newspapers make efforts to publish in regional languages in small towns. Keeping in

view the in growth in Hindi and vernacular press, leading newspapers have started their regional-language newspapers. The English-language print newspaper market provides services to more comfortable and urban readership who are more aware of the changes coming up to digital media.(KPMG-FICCI, 2016).

The circulation figures of print newspapers in India illustrate the strong hold in Indian languages. While overall circulation in the print market grew an estimated 7.6percent from 2014 to 2015, this is primarily driven by high growth in the expanding Hindi (9.6percent) and other languages (9.9percent) markets rather than the high but stable English-language market (3.8percent) (KPMG-FICCI, 2016).

As soon as the thought of publishing newspapers on the web was perceived, many people started their news sites. By making of use of available information coupled with entertainment, it was possible to publish content with multi-media technology. This use of technology, which had comparatively low investment, attracted attention from publishers of print newspapers, not only in the developed countries but also in developing countries. They became aware of the future prospects of the digital establishments as it connected them to worldwide readers. The Hindu was the first print newspaper in India to launch its news site in 1995. The Times of India, The Indian Express, and The Deccan Herald caught up soon with their news sites early in the year 1996.

As there were plenty of e-newspapers, there were continual efforts to launch e-newspapers in Indian languages. The first Hindi newspaper to be released online was Nai Dunia.

During the beginning days, internet browsers could not support the fonts in regional languages so a few of the language publications (Kumudam and Vikatan) displayed their news in the form of images. This has changed now and the content is published in regional languages, which can also be downloaded. Almost hundred publications in India, generally newspapers and magazines, were published on the web, in the year 1998. Upon citing a search at Yahoo! about news and India, it gave links of particular limited (almost forty newspapers and over twenty magazines according to the search results) as some of the news sites were not appropriately linked or updated on the web or the search engines.

News site, Samachar, (supported by India World group) displays news in different categories like World News, National , Sports, Business etc. under various headlines which were selected from Indian newspaper sites. It provides opportunity to the readers to select their desired category of news content from their preferred sources. Towards the end of the year 1999 several print newspaper organisations had made their presence on the web. Well-

established print newspapers like The Indian Express, The Times of India and The Hindustan times were the first few major organisations to make their presence visible for all, on the internet.

### **1.2.2 Mobile News Applications**

A software application that is created and formatted to operate through a mobile or smartphone, tablet or smart watch is known as a mobile application. These devices which comprised of camera with basic functions, exchanging texts/ graphics and coupled with the power of the internet, formed an important equipment for reporting of news stories in shortest possible time.

While most of the mobile applications provide free of cost services in India, some of them are paid for. Others offer a part of their services as free and some advanced features need to be paid for or after a few uses the user must pay for further use. The revenue generated is then shared between the app sharing platform and the creators of the application.

The latest development in the field of technology have advanced the uses. These days the established journalists and media organisations have moved towards exploring mobile journalism. The use of mobile applications has also started giving rise to citizen participation in reporting. Mobile phones are capable of performing multiple tasks which makes them very convenient for reporters to exchange information. Many big media organisations have made arrangements to record news stories through mobile phone devices. They develop content that is suitable for mobile applications and explore ways in which the news stories could be published with a good quality.

### **1.2.3 News Aggregators**

News aggregator, is a software or an internet application which collects similar grouped internet content such as from e-newspapers, vlogs or blogs, news sites and podcasts at a common site for convenient following. People can easily subscribe to these aggregators and select the content categories and sources. Making use of extensible markup language (XML) it puts bits of information in proper structure so that it can be aggregated in reader's feed. It shares the news content using an accessible interface. It can also share updates on the selected content, making use of multimedia in a single point. It may share news content, podcasts, videos and graphical forms of information. It very easily accessible and gets attention because people are able to structure it according to their needs.

### **1.2.4 News on Social Media Platforms**

Social media is being promoted as a source to carry news through wired social media platforms. This has led to emergence of many media content developers on social media. According to Pew Research data in the year 2011, almost eighty percent of American adult population were available online and as much as sixty percent of those were available on the social networking sites. India is one the largest market for internet users. A large number people are able to consume news through the web rather than consuming only from print newspapers, television or radio. Use of social media platforms enhances interactions. As Pew Research Center ( A U.S. based internet research organization) asserts that more than half of consumers of social media handles (almost fifty two percent) make use of two or more social media networks (Facebook, Twitter, Instagram, WhatsApp) to share news stories among their knowns.

### **Conclusion:**

After a slow initiation, the growth of internet in India has been exponential. This has specially been through the vast reach of internet particularly by the increased use of smartphones. Easier internet access at affordable cost allows more users and advertisements on the web have also increased. Being the second largest country of internet users and multifold rise in internet usage and online advertising, India stands strong to be the biggest marketing opportunity by other countries. Internet is seen as very opportunistic medium not only by government offices or MNCs or academic institutions but also by media and entertainment industry. Services available online, like sending e-mails or search engines are used by journalists to receive or share news and information.

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