

Information Technology and Mass Communication

Dibyanshu Kumar

To deny the fact that Information and Communications Technology is not only important but crucial in Mass Communication is an understatement. In this post-modern world today, to live without knowledge of ICT is like having a pen in your hand without knowing what to do with it. Our world has become a global village without necessarily destroying our various cultures. Like the Radio and Television before it, the Computer has eventually become a home appliance that many people look at as an indispensable medium of communication. The purpose of this essay is to discuss the importance of ICT in Mass Communication. Let us begin with the definition of the terms. The present publication brings out the convergence between information technology, information and communication and their applications in mass communication, and highlight the tremendous changes brought out by internet in journalism and related professions. It will serve as a highly meaningful reference work for the students and teachers of journalism, the professionally or personally curious ones and general public alike."

Contents: Online Journalism; Online Journalism in the Web Design Process; Elements of Digital Storytelling; Digital Audio and Podcasting; Digital Media Technology; The Age of New Technology and New Opportunities; Multimedia Broadcasting and the Internet; Blogs Journalism; Applying Writing Guidelines to Web Pages; Digital Library.

Dibyanshu Kumar is Political Editor of Dainik Bhaskar, Ranchi. He has worked in several Media Houses, such as TV Today, India News and Sadhna TV. Authored several books on Journalism, his papers on these subjects have been published in several reputed journals.

ANMOL PUBLICATIONS PVT. LTD.

₹ 3000

Regd. Office: 4360/4, Ansari Road, Daryaganj, New Delhi-110002 (India)
Ph.: 23278000, 23261597, 23286875, 23255577 • Fax: 91-11-23280289
Email: anmolpub@gmail.com Visit us at: www.anmolpublications.com

Branch Office: No. 1015, 1st Main Road, BSK IIIrd Stage
IIIrd Phase, IIIrd Block, Bengaluru-560 085 (India)
Tel.: 080-41723429 • Fax: 080-26723604
Email: anmolpublicationsbangalore@gmail.com



INFORMATION TECHNOLOGY
AND MASS COMMUNICATION

302.231 KUM/I
296



INFORMATION TECHNOLOGY AND MASS COMMUNICATION



DIBYANSHU KUMAR

302.231 KUM/I

CASMTVK

Books



296

Information Technology and Mass Communication



Dibyanshu Kumar

ANMOL PUBLICATIONS PVT. LTD.
NEW DELHI-110 002 (INDIA)

ANMOL PUBLICATIONS PVT. LTD.

Regd. Office: 4360/4, Ansari Road, Daryaganj,
New Delhi-110002 (India)

Tel.: 23278000, 23261597, 23286875, 23255577

Fax: 91-11-23280289

Email: anmolpub@gmail.com

Visit us at: www.anmolpublications.com

Branch Office: No. 1015, 1st Main Road, BSK IIIrd Stage
IIIrd Phase, IIIrd Block, Bengaluru-560 085 (India)

Tel.: 080-41723429 • Fax: 080-26723604

Email: anmolpublicationsbangalore@gmail.com



Information Technology and Mass Communication

© Reserved

First Edition, 2014

ISBN 978-81-261-5895-9

PRINTED IN INDIA

Printed at AnVi Composers, New Delhi

Contents

<i>Preface</i>	<i>vii</i>
1. Online Journalism	1
2. Online Journalism in the Web Design Process	48
3. Elements of Digital Storytelling	75
4. Digital Audio and Podcasting	105
5. Digital Media Technology	121
6. The Age of New Technology and New Opportunities	196
7. Multimedia Broadcasting and the Internet	206
8. Blogs Journalism	230
9. Applying Writing Guidelines to Web Pages	272
10. Digital Library	286
<i>Bibliography</i>	291
<i>Index</i>	294

Index

A

Academic Repositories, 287.
Advertising Firmament, 58.
Animated Stories, 79.

B

Blogs Journalism, 230.
Broadcasting, 11, 18, 42, 86,
166, 167, 170, 171, 172,
179, 187, 206, 207, 210,
212, 213, 214, 217, 218,
219, 221, 245.
Buying a Recorder, 106.

C

CD-ROM, 128, 131, 158, 160.
Clickable Interactives, 78.
Communications, 26, 27, 125,
126, 171, 172, 187, 190,
209, 211, 216.

D

Datacast Partners, 219.
Defamation or Liability, 234.
Digital Archives, 287, 288.
Digital Audio, 105, 122, 123,
124, 166, 177, 208, 223,
247.
Digital Audio and Podcasting,
105.
Digital Journalism, 25, 200,
222, 223, 224, 226, 227,
228, 229.

Digital Library, 286, 287, 288,
289.
Digital Media, 45, 152, 160.
Digital Media Technology, 121.
Digital Photography, 114, 146,
152, 159, 161.
Digital Video, 70, 83, 173, 174,
180, 181, 182, 186.
Digital Video Recorder, 173, 174,
180, 181, 186.

E

Editing Photographs Digitally,
118.
Editing your Audio, 111.
Electronic Media, 225.
Elements of Digital Storytelling,
75.
Employment, 70, 236.
Encryption and Transmission,
193.
Everyone's an Advertiser, 58.

I

Information System, 34, 63.
Interactive Webcasts, 79.
InterCast Industry Group, 218.
Internet Radio Technology, 10.
Internet Television, 14, 18.

L

Legal and Social Consequences,
234.
Live Chats, 78.

M

Mainstream Popularity, 241.
Media and Journalism, 270.
Microblogging, 231, 241, 243,
244, 245.
Microsoft Photo Editor, 119.
Multimedia Broadcasting, 168,
169, 206, 214, 218.
Multimedia Interactives, 79.
Multimedia Reporting, 82, 205.
Multimedia Story, 82, 84.

N

Narrated Slideshows, 78.
Newspaper and Print Newspa-
per, 98.

O

Online Conversation, 61.
Online Editorial Boards, 88, 89,
92.
Online Journalism, 1, 3, 4, 5,
20, 21, 48, 50, 51, 52,
77, 90, 91, 93, 102,
111, 112, 215, 222.
Online Journalist, 1, 2, 3, 21,
50, 77, 90, 91.
Online Magazine, 22, 128.
Online News Industry, 1.
Online Newspaper, 6, 7, 8, 9,
22, 87, 90, 93, 94, 95,
96, 97, 98, 99, 100,
101, 103, 197, 199.

P

Participatory Journalism, 233,
270.
Political Impact, 240.
Print Newspaper, 96, 98, 99,
100, 101, 103, 104.
Print Plus, 77.
Programming Languages, 89.
Project Perseus, 287.

Q

Quizzes and Surveys, 79.

R

Receiver, 14, 109, 166, 169,
170, 171, 172, 174, 175,
176, 189, 191, 192, 193,
194, 195, 207, 210, 214,
215, 217.
Recording Time, 106, 107.
Recording with Your Computer,
109.
Rise of Big Journalism, 53.
Rise of the Pundit, 55.

S

Satellite Television, 187, 189,
190, 191, 192.
Sensor, 142, 144, 145, 146,
147, 148, 149, 150, 151,
153, 154, 157, 161, 162,
184.
Shooting and Managing Digital
Photos, 114.
Social Media Services, 59.
Sound Quality, 108, 192.
Student Becomes Teacher, 60.

T

Tools and Toys, 42.
Traditional Journalism, 59, 224.
Traditional Journalists, 2, 41.
Traditional Press, 2.

U

United States, 3, 7, 11, 13, 85,
124, 155, 158, 169, 170,
171, 176, 186, 235, 240.

V

Video Streams, 180.
Vignette and Wikis, 246.

W

- Wearing Blinders, 66.
Web Design Process, 48, 49.
Web Presentation, 103.
Weblog, 20, 238, 239, 243,
245, 246, 247, 248, 249,
250, 251, 252, 253, 254,
255, 256, 257, 258, 259,
260, 261, 262, 263, 264,
265, 266, 267, 269, 270,
280, 281, 282, 283, 284,
285.
Weblog Ethics, 261.
Windows Media Player, 30, 105,
106, 110.
Wordpress and Blogger, 72.
World Wide Web, 2, 6, 20, 22,
23, 28, 36, 57, 85, 90,
146, 229, 231, 236, 237,
242, 290.
Writing Guidelines to Web
Pages, 272.

