
UNIT 12 CONTENT PRODUCTION: ONLINE MEDIA

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12.0 INTRODUCTION

In this Unit, you will learn the content creation process for a variety of new media platforms. New media includes all writing of audio-visual production intended for the internet, mobile devices and evolving technological devices such as tablets or any other platform. We will discuss the skills required for content creation for news websites, blog content and content for mobile communication. We also cover the basics of video production for web news audio. Then we will take an overview of the basics of flash journalism production techniques.

12.1 LEARNING OUTCOMES

After reading through this Unit, you will be able to:

- learn the skills required for content creation for news websites, blogs and mobile communication;
- gather basic knowledge of video production for web news as well as audio for the web;
- understand the concept of flash journalism and its production techniques; and
- know the concept of navigation and site design for content production in news websites

12.2 CONTENT CREATION FOR NEWS WEBSITES

Creating content for the dynamic nature of new media is indeed a challenging exercise. Hence, it is not very difficult to find examples of poorly executed online content and a few highly creative and innovative ways of presenting online content. Content creation for news has mainly three challenges. First, news websites have to deal with the news just a click away, and stories tend to get old quickly. In this scenario, catering to the users by keeping the content updated is a challenge. The second challenge is that news websites have various options in presenting a story, e.g. with the help of texts, images, videos and animation. Content creators have to pick suitable media options as per the nature of the content. And the third challenge as to how to make websites more interactive to attract more users to the website.

Keeping the challenges mentioned above in mind, the journalist needs to counter with effective content. To achieve this objective, the journalist needs to take care of specific requirements.

12.2.1 Core Writing Skills

Generally, people believe that online media consists of lesser text, and also, the popular opinion is that online platforms are for showcasing the content in visual form. But if these people try and assess their online activity, they will find that most of their online works are related to the text. Millions of emails and comments are available online in text form. It is the text that makes the web itself work by linking pages with HTML (HyperText Markup Language). Text is an essential media element for online media. If you are a good writer, people will read through your news story to the end, whether it is on the web or newspaper. While writing for the web, the online news writers need to fulfil the following criteria generally:

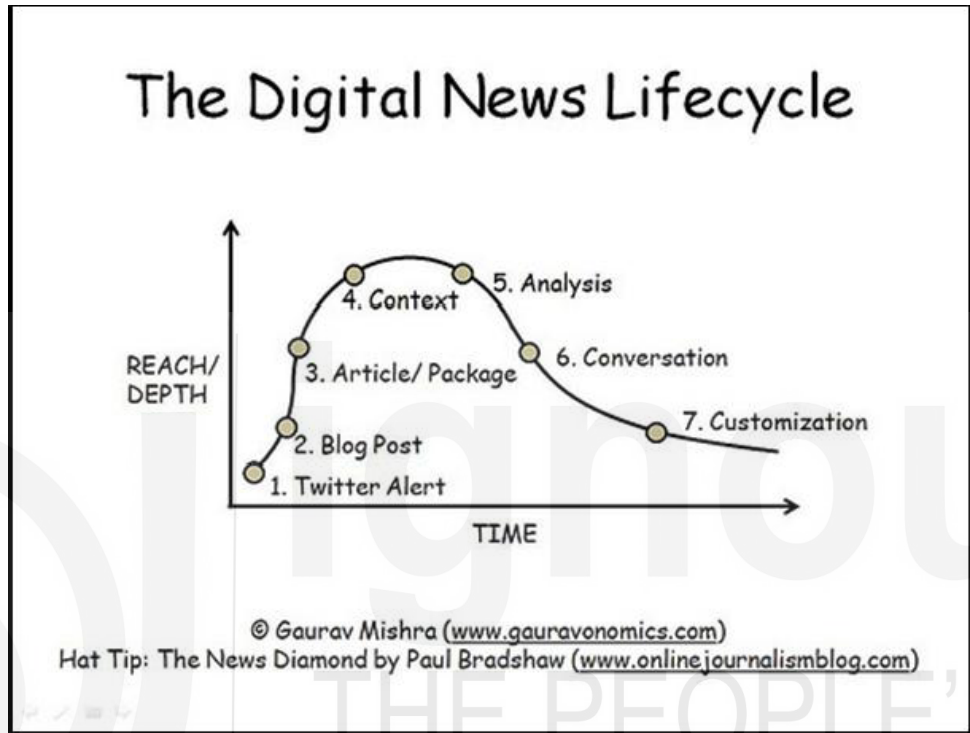
Be Compact:

In the web, content compactness is required. Many researchers have found that online users read 30 per cent less than print. They do not tend to scroll down to

the end to read the full story. Hence, online writers need to be compact while drafting online content.

Bring scanability to the story.

Online users tend to just browse through the web page. They keep jumping from one page to another. In this scenario, if the online news writer wants to attract the users' attention to the page, they have to make their pages more scannable. To increase scanability, online writers can use many available facilities.



- Give bulleted information: Online journalists should give the necessary information in bullet points. It improves the scalability of the web page. While browsing through the web page, users will stop at the bulleted information.
- Highlight important keywords: Some crucial keywords should be highlighted to get through the story fast. It also needs to be stressed here that browsing eyes cannot catch more than three-four highlighted words at a time. Hence, highlight only those words which have a more significant influence on the story. Highlighting more words serves no purpose but can irritate the users.
- Do not hesitate to use images: Images speak louder than words. If you have images available to add to the story, do not hesitate in doing so. Images not only improve the story presentation but also validate and complement the text.
- Use tables and brief profiles: Journalists should use tables and profiles of personalities within the news story, wherever possible. It makes content more scannable, and the readers easily get extra information. For example, if you are covering a cricket match, using tables containing match summaries would always be useful. Similarly, if you are covering

a personality, try to provide a brief profile so that users can relate to that personality.

Give related information

Online journalists have the upper hand when compared to journalists working in other media to provide background information. Here journalists can provide related information by providing hyperlinks to related stories. It increases the credibility of the story, and users can get full information in one place. But journalists should try not to provide too many hyperlinks. Use your judgments and be careful in choosing hyperlinks.

Tags and Keywords

These are an essential part of web content. Without tags and keywords, you would not be able to reach a larger number of net users. Keywords improve the Search Engine Optimisation (SEO) of your content. It means it enhances the possibility of your content to feature in search results. Therefore, there are better chances of the search engines picking up the keywords of your story. In CMS (Content Management System), the journalists can add additional keywords to the story. It is a journalistic skill to give the right kind of keywords, improving the story's searchability. Online journalists should try to use phrases instead of words as keywords.

Tags improve the functional interactivity of the site. You must have seen some words at the end of a web store. These words are tags. When you click those words, it brings you to a web page carrying all the related stories to the tags. It improves the functional interactivity and credibility of the website. So tagging is also an important part of web content. Online journalists should be well-versed in this feature and should try to give limited and important tags only.

Check Your Progress: 1

- Note: 1) Use the space provided below for your Answers.
2) Compare your answers with those given at the end of this Unit.

1. What has to be done to increase the scalability of the online store?

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2. What is the use of Tags and Keywords in the content of a news website?

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12.3 CONTENT CREATION FOR BLOG

The blog is a discussion or informational site published on the World Wide Web consisting of discrete entries. A blog can be managed by an individual or a group of people, or an institution. Blogs are broadly divided into two categories:

12.3.1 Personal Blogging

Personal blogging is blogger centric. It means that you can write whatever you want and whenever you want. In personal blogging, bloggers have the freedom to choose topics. It is seen that in these types of blogs, the blogger tends to write his/her personal opinion on issues that may be at times highly biased. Generally, bloggers choose topics that have surfaced in the mainstream media and usually give their own opinion on the topic. Following the code of conduct and professional ethics are individual choices in personal blogging.

12.3.2 Professional Blogging

A professional blog is reader-centric. Here is a blog writer; you do not have the liberty to write according to your interest. You have to keep your reader in mind while deciding the topic. That usually means an ultra-focused topic on a regular schedule. It does not mean that everyone should forgo writing a personal blog for a professional one. Personal blogs are the fun parts of the blogosphere. But if your goal is to make money from blogging, you must make sure you always serve your readers, not just sharing your personal opinions.

12.3.3 Creating Blog Content

While successful bloggers have to keep their heads alert to many different aspects of the medium, at the core of it all is the ability to write compelling and engaging content. There are no specific rules or styles recommended for doing this. Generally, it varies from one blogger to another blogger as each blogger will have his/her style of writing. However, some basic principles of writing good blog content might be worth keeping in mind.

1. **Take Time to Create:** Many times, an idea comes into your mind that you try to write about and finish it desperately. You sit in front of your computer and write as fast as you can and hit publish button with the hope that thousands of visitors will like your post, but you may find that the reality is quite different. Does this raise the question as to what went wrong? If you had a fresh idea, why was it not liked as you had hoped it would be?

The answer may be that you did not give yourself enough time to reflect upon your idea and frame it into good content. Creating a blog post is more of a thought process that involves crafting the fresh idea into words or content that can take readers into a journey of their imagination. Hence, it is important to pause and focus on given key points instead of rushing through a post.

1. **Choosing a topic:** Take some time in choosing and finalising a topic. If you choose a topic after putting some extra effort in looking at it from your readers' point of view, it is bound to attract your readers rather

than abruptly or randomly choosing a topic.

2. **Crafting the title of the post:** The title of your post is also important to attract greater attention from your readers. It is your title that is seen first in search engines and through the RSS feed. Give some extra time in settling for the post's title.
 3. **Adding depth:** Always try to add some depth to your blog post. Do not be superficial in your approach; before hitting the publish button, think about adding greater depth to your post. In-depth posts are always of greater use to your readers. Your motive should be to give some extra information to your readers.
 4. **Make your points count:** Make your post matter. It is not only about writing. If you write something, make your point clear, and those points should be of some worth to the readers. If you cannot prove your point, the readers may not turn to your blog post.
 5. **Polishing of posts:** Some minor mistakes made in your blog can hinder engagement with readers. Try to fix even the smallest of the errors before finally uploading the content. Fixing errors will take the content to the next level.
 6. **Conversation with readers:** Always try to facilitate a conversation with your readers and other fellow bloggers. Be open to discussing things with your readers. It will make your blog more interactive and help you update and add some more value to your write-up.
2. **Make Your Blog Post Scannable:** Online users often tend to just browse through the contents. It is the responsibility of the online writer to organise the content in such a manner as to provide the maximum information in a short time. This is possible by making the content scannable. You can bring scanability to your content using the various options given below.

As discussed earlier, 1. Try to give important points in bullet form. 2. Give bold, italic and underlined information. 3. Headings and subheadings in bold letters catch more eyeballs. 4. If you have relevant pictures complementary to the text, always attach them to your post. 5. Always try to use small paragraphs in your write-ups. Ideally, online, two lines paragraphs should be followed. Writers should also try to focus on one idea per paragraph, not to puzzle the readers.

Check Your Progress: 2

Note: 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. What is the difference between personal blogging and professional blogging?

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12.4 CONTENT CREATION FOR MOBILE COMMUNICATION

Mobile content is any electronic media that can be viewed on mobile phones, like ringtones, graphics, games, movies and navigation. As mobile phone use has grown exponentially since the mid-1990s, the significance of the device has increased for the media industry.

12.4.1 Content via SMS

Short Message Service (SMS) remains the main technology for communication used to send messages to mobile consumers. Media houses use this technology to provide various kinds of content to mobile users, such as news, alerts and non-news content. As these contents can be sent only as messages, the content developers have to keep certain limitations in mind. Firstly, the content must



be written so that it must not exceed one message limit, that is, 160 characters (character includes spaces). Secondly, as the content must be written within 160 characters, the content must carry valuable information. Thirdly, the sentences should be grammatically correct. Sentences with the short form of words are not allowed.

- **Mobile News:** Media houses are using this facility to provide news to mobile consumers. It is not a direct kind of communication from media

houses to mobile users, though. Mobile service providers are also involved in it. Mobile service providers outsource news related content creation to the media houses. Media houses sell news content for mobile phones directly to the service provider. Mobile news is divided into broad categories, e.g. National, International, Business, Sports, etc.; news for all these categories is sent several times in a day as per the demand of the service provider company. These messages are sent in various languages. English and Hindi mobile news is more in demand nowadays.

- **Imagery as alerts:** Media houses provide various alerts to mobile users like romance alerts, health alerts, grooming alerts, etc. It is found that mobile users, particularly the youth segment, subscribe to such alerts.
- **Non-news content:** Non-news content like jokes, trivia on special occasions are also on-demand. You must have received messages seeking subscription to various message alerts, including alerts on special occasions like Durga Puja and Deepawali. On these occasions, the service providers send alerts carrying the religious and historical importance of the occasion.

12.4.2 IVR (Interactive Voice response)

IVR is a technology that allows a computer to interact with humans through the use of voice. IVR systems can respond with pre-recorded or dynamically recorded audio to further assist users in how to proceed. This technology is widely used in mobile communication by media organisations. The whole work for this is divided into two parts. One is writing for IVR, and the second is recording.

Writing for IVR is different from writing for other mediums like print and TV. You can relate to an extent the IVR news writing with scriptwriting for radio. Sentences for IVR news should be short and compact. Words used in IVR must be mike friendly because all the words are not captured by mike.

The IVR news is generally a group of seven-eight important stories recorded dynamically by media houses and sent directly to the mobile service provider. The service provider sells this product to its users on a subscription basis.

Check Your Progress: 3

Note: 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. Define the term IVR.

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12.5 BASICS OF VIDEO PRODUCTION FOR WEB NEWS

Video on the web is an emerging trend in a news website. A well-made piece of video can help you deliver your message more effectively, educate readers, stimulate discussion and get your brand going far beyond your domain. Providing a video link to a story improves the story's reliability and brings multi-linearity to the story. Apart from the technical requirement, journalists need to understand some important skills for creating a good video.

12.5.1 Know the Medium

Web video contains the qualities of all other media. First, it has audio, second, and visuals, and third, related to a web story, it also has written text. Journalists must understand that all these different media should appear to the end-user as one Unit conveying a single message. For this, the journalist needs to ensure three qualities in the web packages.

- **Correlation between text and audio:** Correlation between text and audio is necessary for web packages. Take the example of an actor coming to a town and being surrounded by many fans. If the text is stating this, then the audio related to that package must support the text.
- **Correlation between audio and video:** Audio and video should also be complementary to each other. Take the same above, given an example wherein many fans surround an actor, and the audio carries a loud clapping sound, then the video should also show a huge gathering.
- **Correlation between text and video:** Correlation between text and video is also necessary for a good web package. If the text shows that the leader got angry on the stage, the video should also show the same footage.



These correlations are very important as the web medium is an amalgamation of all different media forms. So the video for a web story is different from the

video for TV. Video is a part of package-carrying other mediums such as text, audio, and pictures on the website.

12.5.2 Take the Time to Write

Unfortunately, people just rush to upload a video on a website and pay little time for writing. If you see videos on websites, you will find that the script is not well written, and the voiceover tone is very low and not clear. If users are not satisfied, what is the relevance of adding an extra medium to the web story? Generally, the target length for most web videos is five minutes or less. You should be well aware of this fact as you write and prepare for production. Understand that within five minutes, there needs to be a beginning, middle and end to the story being conveyed. Hence, you will have to make a narrative structure of the video package that should not look incomplete.

Remember to make it as engaging as possible. Various things are pinging in the mind of users like emails, tweets, galleries, etc. To make it engaging, you need to understand the watching habits of users. Again the watching habits of an individual user and a group may be different. It is also important to note that most people watch web videos alone, and sharing is done not with people present but through social media and email. So on the website, you have to also concentrate on the lone watching habits of individuals. Take the example of comedy. Laughter is contagious, and viewers tend to have more laughing groups. But alone, viewers' laugh out moments are going to be shorter and fewer. Keeping this fact in mind, web videos should be edited in such a way so as not to leave gaping holes after jokes for the laughter you are expecting. If you do it, you will end up with a vacuum.

12.5.3 Pay Attention to Production Values

To produce a good video, you need to pay attention to some important production values.

- Get the lighting right to ensure that the quality of web video is good.
- Make sure that the voiceovers are audible. Sometimes the voiceover for the video is recorded without paying attention to the ambience, which results in echo. So make sure that users can hear the dialogues.
- Ensure high-quality audio-video effects by using editing software. Make sure that these effects look simple as users are not coming to your web video to watch matrix.
- (Final Cut Pro (FCP) and Adobe Premiere Pro are widely used in the media industry for editing purposes. Go to the tutorials of this editing software and learn basic skills of editing.)

12.6 AUDIO FOR WEB

The internet has transformed the nature of message delivery as well as the consumption habits of information seekers. These days, the internet has various options to deliver messages, including text, images, video and audio. Audio can be used as an effective medium to introduce interactivity to the website. It is

learned that users tend to revisit websites that are entertaining and offer a variety of information quickly. It is pertinent to note that many of the effective news websites like Voice of America (VOA), BBC and CNN are using audio and text, images and video.

There are various ways to add audio to the website:

Introduce Your Website

A recorded welcome message may create an emotional attachment and bring the much-needed human touch to the virtual experience. Certain websites offer an introductory audio message while visiting their home pages. This is supposed to increase its interactivity level.

Enhance the Written Content

Audio can be used to improve the readability of a particular page. To do so, an audio clip can be used to convey the summary of the content. Even one or two lines will be enough. But make sure that the message is conveyed in an enticing form and encourages readers to read on.

Guide Navigation from Page to Page

Navigation is an important part of any website. At times, visitors to a website get agitated when they cannot find a particular page on a website easily. For this, if an audio file is attached to guide users to navigate from page to page, it may enhance the website's reach.

Record Podcast

A podcast is a media file (usually audio or video) available for download via syndication. By subscribing to the podcast feed, each new instalment of the podcast is directly delivered to your computer to be played back at your convenience. Many news websites use this facility to add expert views as an audio podcast to the story. Suppose there is an important political development and you want to add some expert views to your storey, including a political editor. There is no point in adding a video clip to the story. People are interested in listening to the person's comment, and that can be provided through the audio podcast.

Holding Audio Discussion Board

As already mentioned, new media is a field of multi-tasking. It includes a variety of platforms to promote interactivity. One of the medium is audio, and this can be used in a variety of ways. One of the audio platforms is to hold an audio discussion board. It is slightly different from the textual discussion board, which is widely used in various websites, where users interact on a certain topic with the media persons or an expert. In an audio discussion board, the users will be able to interact through the audio medium.

Check Your Progress: 4

Note : 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. What is a podcast?

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12.7 FLASH JOURNALISM PRODUCTION TECHNIQUES

Flash is a multimedia platform used to add animation, video and interactivity to web pages. Flash is frequently used for advertisements and games. Nowadays, it is widely used for enriching its content by news websites also. Flash manipulates graphics to provide animation of text, drawings and still images. It supports bidirectional streaming of audio and video. It can capture user input via camera, mouse and keyboard. It has an object-oriented language called Action Script.

12.7.1 Uses of Flash in Journalism

Flash addresses two key needs in online journalism. Firstly, it integrates multiple media content, and secondly, it makes it possible to reach the widest possible audience. Journalists generally use flash to illustrate and narrate news stories.

- **Maps and Data:** Illustration by maps is used when a journalist wants to show the effect or impact of a certain incident across a wide area. Take the example of a Tsunami which is seen to be frequently devastating many parts of the world. To show the site of devastation, worldwide maps will be more appropriate. Data are also integrated into the map to give a complete picture of the incident.
- **Timelines:** Sometimes, users are keener to know the sequences of an event. To provide this, a journalist can best illustrate it by using a timeline in a flash. Take the example of a serial bomb blast in a city. To show the locations and the time of the blasts on the map, journalists integrate the timeline in a flash to project the whole sequence of events.
- **Events:** Sometimes, journalists do not have images or footage of a particular event. In such cases also the journalists prefer to use flash to cover those events. It usually happens if the event has taken place instantly in a distant area. Take the example of a train accident which has taken place in the middle of the night. Certainly, there can be no journalists present there to cover that incident. To overcome this, the journalist may use flash to illustrate the whole story

12.7.2 Flash Techniques

Flash enables the story to be told with audio, photos, text, graphics, and interactive features. This makes flash a powerful journalism tool. The users can access and enjoy the content in the manner they want to. This can be done by using various techniques available in Action Script 3.0. Now flash is also having 3D tools which can create small and basic 3D animations.

Check Your Progress: 5

- Note: 1) Use the space provided below for your Answers.
2) Compare your answers with those given at the end of this Unit.

1. What is the Flash technique in online journalism?

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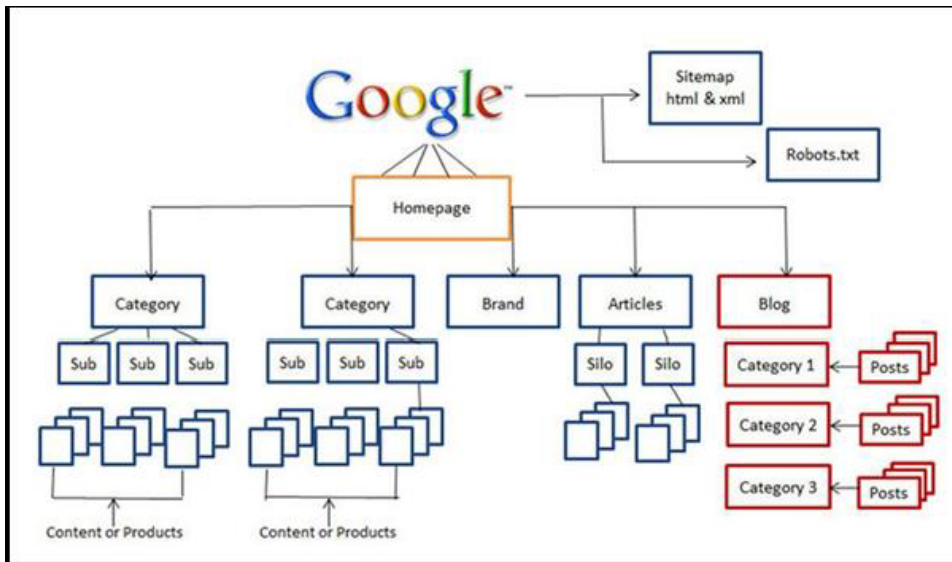
12.8 NAVIGATION AND SITE DESIGN

If the content is the heart of every website, navigation is its brain, and both are the basic pillars of website designing. If you provide a large quantity of content, the critical importance of navigation cannot be undermined. If users cannot reach out to the desired content, it means there is a lot of input cost but with zero output value.

The navigation of a website allows visitors to access information from page to page provided in the website. The navigation system of a website should be easy and user friendly. Many designers tend to try several things to make their website different from others, but it often becomes a puzzle for the users. The website navigation menu should look like navigation, and the matter should be located where users expect it. This is the simple basic philosophy of website designing. While designing the navigation system of a website, the designer needs to consider the following things.

12.8.1 Design for the reader

The fundamental principle of website designing is that it should be designed keeping the readers in mind. Avoid designing navigation simply for it to look good. Try to involve readers from the start and seek their feedback regarding the navigation system. Try to use simple and easily understandable navigation names. Do not try to use obscure names that are not commonly understood.



Remember, navigation is supposed to be an aid for the readers. Hence, it must be understood that involving readers throughout on their ease and comfort level in using the navigation system is critical; otherwise, you will never come to know about the reader's requirement.

12.8.2 Let Readers Know Where They Are

Another important aspect of the navigation system is to let the reader know where they are. The simple way to do so is to make the tab bold where the reader is navigating. For example, if the reader is on the entertainment page, the masthead's entertainment tab should be bold to give the readers an unambiguous idea about where they are. For this, a website should carry prominent titles for every page. If readers are on any subsection of a section page, both the tabs should be designed in a way that would indicate the location clearly to readers.

12.8.3 Let Readers Know Where They Have Been

Yet another fundamental principle of navigation design is to let readers know where they have been on the website. This is the reason why you see that majority of content on the website is in HTML form. It makes it possible to give readers an idea about where they have been on the website. The HTML links which have been clicked become purple, and the links which have not been clicked remain blue. So the designer should keep two things in mind. First, keep as much navigation as possible in hypertext and second, use blue colour for unclicked and purple for clicked, which is universally used in website designing.

12.8.4 Let Readers Know Where They Are Going

Navigation should also let readers know where they are going. In most cases, readers click on a link with an impression that the link is an HTML page, but sometimes the content is in PDF or Word format. It can make readers irritated, so while designing navigation, let the readers know the kind of content they will access in advance. The way to achieve it is to create classifications as self-explanatory as possible. If the content is in PDF format. Inform readers before they click the link. Also, give them other options to see the content, as the view as HTML. The navigation system should also let the readers know whether the

content is opening in the same window they are operating or in a new window. Sometimes it also confuses readers in going to other pages from the new window.

12.8.5 Follow Web Convention

Several web conventions have emerged on the web. The designers, who have deliberately avoided these conventions just to look different, may achieve nothing but usually end up confusing their readers. Do not shy away from visiting some popular websites to understand their navigation system. Some classified conventions which have emerged on the web are:

- Global navigation-this refers to navigation that runs at the top and bottom of every web page containing links to the major sections of the website.
- 'Home' is the convention of the overall homepage.
- 'About' contains content describing the history, financial performances, goals and mission of the website.
- 'Contact' or 'contact us' contains the contact details of the owner of the website.

12.8.6 Be Consistent

Readers usually turn to navigation when they are lost and confused. Please do not confuse them further by providing them with inconsistent classifications. Consistency in classification is critical for a successful navigation system. Consistency in navigation requires:

- Consistency in navigation
- Consistency in hypertext colour
- Consistency in graphic navigation design.

12.8.7 Provide the Reader Support and Feedback

On a website, readers should be only a click away from being able to contact the organisation. Contact facility may involve email, phone numbers, call back facility or customer chat facility. This will satisfy your users and provide you with many ideas to further improve your website. Do not mislead your readers by providing them with contact details they cannot use. Many websites provide a 'help' button to assist them in performing a complex task. The text must be used comprehensively to inform the readers about the result of their actions.

Check Your Progress: 6

Note: 1) Use the space provided below for your Answers.

2) Compare your answers with those given at the end of this Unit.

1. Describe global navigation.

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12.9 LET US SUM UP

In this Unit, we have discussed the skills required for content creation for news websites, blog content and content for mobile communication. We have also discussed the basics of video production for web news and audio for the web.

We have come to know about the basics of flash journalism production techniques. We have also learnt about navigation and the skills required for site design

12.10 KEYWORDS

Flash Journalism is an online style of narrating a news story in which many media elements are combined. It addresses primarily two issues of the internet field - packaging different media elements into one. Secondly, it is compatible with diverse platforms. It enhances the reach of multimedia-based news delivery.

IVR or Interactive Voice Response System is an automated phone answering system in which a pre-designed programme interacts with the caller based on inputs provided through voice or keypad.

WEBSITE Navigation is a signage board or road map on your website to guide your users to navigate various pages. Hyperlinks in a webpage facilitate easy navigation within and outside of a particular website.

12.11 FURTHER READINGS

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12.12 CHECK YOUR PROGRESS ANSWERS

Check Your Progress: 1

1. To bring scanability to the story in the content of news websites, online writers can use facilities such as:
 - Give bulleted information.
 - Highlight important keywords.
 - Use images without hesitation.
 - Use tables and brief profiles.
2. Tags improve the functional interactivity of the site. The words used at the end of the web story are tags. When one clicks those words, it brings one onto a web page carrying all the related stories to the tags. It improves the functional interactivity and credibility of the website.

Keywords improve Search Engine Optimisation (SEO) to the content, which means the possibility of the content to feature in users' searches. The search engine picks up keywords of the story. In CMS (Content Management System), journalists can add additional keywords to the story.

Check Your Progress: 2

1. Personal blogging is blogger centric. It means one can write in it whenever and whatever he/she wants. In personal blogging, bloggers have the freedom to choose topics. In these types of blogs, the bloggers often tend to write about their personal opinions, which may be highly

subjective and hence biased also. Generally, bloggers choose topics that have surfaced in the mainstream media and try to give their own opinion on the topic. Following the code and conduct of any organisation and professional ethics is not necessary for personal blogging.

A professional blog, however, is reader-centric. Here is a blog writer; one does not have the liberty to write according to his/her interest. One has to keep his/her readers in mind while deciding even the topic. That usually means an ultra-focused topic at regular intervals.

Check Your Progress: 3

1. IVR is a technology that allows a computer to interact with humans through the use of voice. IVR systems can respond with pre-recorded or dynamically recorded audio to further assist users in how to proceed.

Check Your Progress: 4

1. A podcast is a media file (usually audio or video) available for download via syndication. By subscribing to the podcast feed, each new instalment of the podcast is directly delivered to the computer to be played back as per convenience. Many news websites use this facility to add expert views as an audio podcast to the story.

Check Your Progress: 5

1. Flash is a multimedia platform used to add animation, video and interactivity to web pages. Flash manipulates graphics to provide animation of text, drawings and still images. It supports bidirectional streaming of audio and video. It can capture user input via camera, mouse and keyboard. It has an object-oriented language called Action Script.

Check Your Progress: 6

1. Global navigation refers to navigation that runs at the top and bottom of every web page containing links to the major sections of the website.