

★ IMPORTANCE OF MEDIA: INTRODUCTION

→ With the technological advancement in the 21st century, especially in the field of business, we have reached ~~exactly~~ everything beyond traditional ~~boundary~~ boundaries.

Technology provides an invaluable way to deliver more personalized learning in a cost effective way. It provides high quality feedback and interaction. It has enhanced academic achievement, civic engagement, acquisition of leadership skills and social personal development.

1) Internet:- Internet, sometimes simply called as the "Net", is a worldwide system of computer network in which users at any one computer can receive and spread information by permission. The most widely used part of internet is WWW i.e world wide web. It's an outstanding feature. It has hypertext, a method of instant ~~or~~ cross-~~referencing~~ referencing. In most websites, certain words or phrases appear in text of a different colour which are clickable. Sometimes, there are buttons, images or portion of images, that are clickable.

* Advantages of Internet

- i) The internet has helped some specific groups of people. It has also increased opportunities for isolated and disabled people to have relationships that they wouldn't otherwise have.
- ii) One way in which increased communication on the internet is by allowing people, especially those who are less outgoing or feel less communicative.
- iii) Internet has a treasure of information. Any kind of information is available on the Internet. The 'search engine' on internet can help to find data on any subject. Many services are provided on the internet such as, online banking, hotel reservation, ticket booking, job-seeking, etc.
- iv) E-commerce is been a recent advent of internet. You can go for online shopping ~~to~~ products by using credit cards. You do not need to leave your home but you can do everything from the convenience of your home.
- v) It is a great way to meet people of similar interests and discuss common problems. ~~Online chat~~
- vi) Online Chat is another feature of internet. There are various 'chat rooms' on the web.
~~E.g. Google Meet, Zoom.~~
It can help us to communicate with people,

make new friends and get in ~~lost~~ touch with old friends.

vii) You can also download innumerable games, music, videos, ~~more~~ movies, via internet and most of which are free.

★ Disadvantages of Internet :-

i) Privacy Concern :- The internet can compromise personal privacy through ~~data~~ data breaches, tracking and surveillance. Personal information shared online may be exploited without consent.

ii) Online Security Risks :- Users are exposed to various online threats such as viruses, malware, phishing attacks, and hacking attempts that can lead to identity theft, financial loss or damage to devices.

iii) Information Overload :- The vast amount of information available online can overwhelm users, making it difficult to filter accurate and relevant information from misinformation and irrelevant content.

- iv) Cyberbullying :- The anonymity provided by internet can foster cyberbullying, where individuals are targeted with hurtful or malicious messages, leading to emotional distress and psychological harm.
- v) Addiction and Excessive Screen Time :- Excessive use of internet, social media or online gaming can lead to addiction and negatively impact physical health, mental well-being and real life relationships.
- vi) Impact on Social Interaction :- Overreliance on online communication can diminish face-to-face interactions, affecting social skills and the ability to develop meaningful relationships.
- vii) Online Scams :- The internet is a breeding ground for online scams, from fraudulent schemes to online shopping scams, where unsuspecting users can lose money or personal information.
- viii) Health Concerns :- Constant exposure to screens and sedentary online activities can contribute to physical health issues like eye-strain, poor posture and obesity.
- ix) Misinformation and Fake News :- The ease of spreading false information online can contribute to the proliferation of misinformation and fake news, which can have real-world consequences.

- x) Digital Divide:- Not everyone has equal access to the internet, leading to a digital divide where certain populations lack the resources to fully participate in online activities and opportunities.

* BLOGS

→ Blogs - an abbreviation of weblogs are published on the web. They reflect the interests, thoughts and opinions of persons.

→ There are many different types of blogs:-

- i) Personal Blog :- The personal blog is an ongoing diary or commentary written by an individual taking audio-visual aids.
- ii) Group Blog / Collaborative Blog :- It is a type of weblog in which posts are ~~not~~ written and published by more than one author. All the authors of the group blogs are focused on a single theme.

iii) Corporate / Organisational Blog (Professional / Business) :-

A blog can be used for business purposes. Any business organisation or corporate writing and publishing externally for marketing, branding or public relation purposes are called Corporate Blog. Similar Blogs for Clubs and Societies are called Clubs Blog, ~~Society~~ Society Blog or any similar name.

iv) Microblogging :- Microblogging is a practise of posting small pieces of digital content which could be text, pictures, links, short videos or other media. It is open and spontaneous, not based on any particular theme, but depends on the author's interest.

* Advantages of Blog

- 1) Start a new Business.
- 2) Need more clients, which you get easily for your business.
- 3) Become a better writer.
- 4) Become a published author.
- 5) Get immediate feedback.
- 6) You learn more about a group of people.

* Disadvantages of Blog :-

- 1) Blogging is time-consuming.
- 2) Difficulty in finding topics which is new & uncommon.
- 3) No guarantee of Readers.
- 4) Misunderstandings & Disagreements.

* E-MAIL

→ E-mail is an online correspondence system. With e-mail, we can ~~not~~ send and receive instant electronic messages, which works like writing letters. Messages are delivered instantly to people anywhere in the world and can also be sent to multiple people at a time.

* Advantages of E-Mail Writing

- 1) Saves Paper & Printing Cost.
- 2) Saves time.
- 3) Attachment can be sent quickly & instantly to multiple people at a time.
- 4) Can get a quick feedback.
- 5) It is simple and easy to use, with a subject line, recipient name & a click button.

* Disadvantages of E-mail

- 1) Spam E-mails can be sent.
- 2) Viruses ~~can~~ can be sent.
- 3) Needs internet connectivity.
- 4) Can create misunderstanding, if not constructed properly.
- 5) Confidential Information can be easily forwarded by just a click.

* SOCIAL MEDIA

→ Social Media are web-based communication tools that enable people to interact with each other by both sharing and receiving information. It is a broad thing which includes Facebook, YouTube, Blogs & various other websites.

* Advantages of Social Media

- 1) Open for communication, discovery and delivery.
- 2) allows employees to discuss ideas, new post, ask question and share links.
- 3) It provides opportunities for business contacts & marketing.
- 4) Improves Business reputation.

* Disadvantages of Social Media

- 1) Open up possibilities for hackers.
- 2) Increases the risk of people falling prey to online scams that seem genuine but ~~are~~ result in data or identity theft.
- 3) Negative remarks or comments can ~~put~~ put down the reputation of business.

4) Results in lost productivity especially if employees are busy updating profiles, etc.

