

Electronic and Digital Media

Introduction to Electronic and Digital Media

What is Electronic Media?

Electronic media refers to communication through electronic devices such as television, radio, computers, and smartphones. It delivers information quickly using audio and video formats.

What is Digital Media?

Digital media is content created, stored, and distributed through digital technologies such as websites, social media, mobile applications, streaming platforms, and online news portals.

Importance of Electronic and Digital Media

- Instant communication
- Global audience reach
- Interactive content
- Real-time news updates
- Multimedia storytelling
- Cost-effective content distribution

Types of Digital Media

- News Websites
- Television News Channels
- YouTube
- OTT Platforms
- Podcasts

- Social Media Platforms
- Live Streaming Services

TV Journalism & Newsroom Workflow

TV Journalism

Television journalism is the process of collecting, producing, and presenting news through television and digital broadcasting.

Responsibilities of a TV Journalist

- Gather accurate information
- Conduct interviews
- Verify facts
- Write news scripts
- Present reports professionally
- Follow media ethics

Newsroom Workflow

A newsroom is the central place where news is planned, produced, and broadcast.

Steps in Newsroom Workflow

1. News Gathering
2. Story Selection
3. Editorial Meeting
4. Script Writing

5. Video Shooting
6. Video Editing
7. Bulletin Preparation
8. News Broadcasting

Key Members of a Newsroom

- Editor
- Producer
- News Anchor
- Reporter
- Camera Person
- Video Editor
- Graphic Designer
- Technical Team

YouTube, OTT Platforms & Live Streaming

YouTube

YouTube is the world's largest online video-sharing platform where creators publish educational, entertainment, news, and promotional content.

Features of YouTube

- Video Uploads
- Live Streaming
- Community Posts
- Shorts

- Playlists
- Channel Memberships
- Monetization Options

Tips for a Successful YouTube Channel

- Publish quality content regularly.
- Use attractive thumbnails.
- Write SEO-friendly titles and descriptions.
- Engage with viewers through comments.
- Analyze channel performance regularly.

OTT (Over-the-Top) Platforms

OTT platforms deliver video and audio content directly over the internet without traditional cable or satellite television.

Popular OTT Content

- Movies
- Web Series
- Documentaries
- Live Sports
- Educational Videos

Advantages of OTT

- Watch anytime, anywhere
- On-demand viewing
- Multi-device access

- Personalized recommendations

Live Streaming

Live streaming is the real-time broadcasting of video and audio over the internet.

Applications

- Live News
- Sports Events
- Webinars
- Product Launches
- Interviews
- Educational Classes

Best Practices

- Test equipment before going live.
- Ensure a stable internet connection.
- Use clear audio and proper lighting.
- Interact with the audience.
- Monitor stream quality continuously.

Digital Media Strategy

What is Digital Media Strategy?

A digital media strategy is a planned approach to creating, publishing, promoting, and managing digital content to achieve communication or business goals.

Steps in Digital Media Strategy

1. Set Goals
2. Identify Target Audience
3. Choose Digital Platforms
4. Create a Content Calendar
5. Produce High-Quality Content
6. Publish Regularly
7. Promote Content
8. Measure Results and Improve

Types of Digital Content

- Articles
- Videos
- Blogs
- Podcasts
- Infographics
- Social Media Posts
- Live Videos
- Email Newsletters

Benefits

- Increased audience engagement
- Better brand awareness
- Higher website traffic
- Improved customer relationships

- Enhanced business growth

Digital Media Analytics

What is Digital Media Analytics?

Digital media analytics is the process of collecting, measuring, and analyzing online data to understand audience behavior and improve content performance.

Important Metrics

- Website Traffic
- Page Views
- Unique Visitors
- Watch Time
- Audience Retention
- Likes, Comments, and Shares
- Click-Through Rate (CTR)
- Engagement Rate
- Subscriber Growth
- Conversion Rate

Popular Analytics Tools

- Google Analytics
- YouTube Studio Analytics
- Meta Insights
- LinkedIn Analytics
- X (Twitter) Analytics

Importance of Analytics

- Measures content performance
- Identifies audience preferences
- Improves content strategy
- Supports marketing decisions
- Increases return on investment (ROI)

Career Opportunities

- TV Journalist
- Digital Journalist
- News Producer
- YouTube Content Creator
- OTT Content Executive
- Social Media Manager
- Digital Marketing Executive
- Media Analyst
- Broadcast Producer