



Web Journalism 2.0

Mr. Sunil Saxena

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"The dynamics and functions of the Indian media are no longer conventional and limited to print and television, thanks to the advent of new technology. Web Journalism 2.0 brings to the reader the fascinating world of New Media and Social Media, their nuances and their impact on communication. It ventures into the Gen Y trend of Social Media, also called the 'Facebook or Google age', and traces the journey of Web Journalism from its inception in India till today. As the book proceeds, the reader is given glimpses of how media is adapting itself to the new technology, and provides quick tips and facts on Internet Journalism. Imbibing the essence of the first edition Breaking News, Web Journalism 2.0 has a lot more to offer. It includes: • Journey of Web Journalism from the 1990s to 2012 including blogging and broadband • News writing and Headline writing explained in greater depth • An entire new section on writing news for the mobile • Explanation of the trending topics of Social Media in detail • A section on website creation with better insights and information • Chapter-end exercises for quick recap"

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