

**National Institute of Open Schooling**  
**Senior Secondary Course: Mass Communication**  
**Lesson 23: New Media: Target Audience**  
**Worksheet – 23**

1. What do you mean by Information overload and information fatigue, Make a comparative study of them.
2. Due to the advent of new media, information seeker has more information available, but they are unable to consume all the information available in their surroundings. How can we consume more information through new media?
3. Talk to your classmates or friends and find out their opinion on the use of new media.
4. Collect some biographical details of Edward de Bono from the internet, Try to write a small report on his contribution to the development of creativity.
5. Talk to your classmates or friends and find out their opinion on the use of new media.
6. List out the three websites which are very useful for your daily needs.
7. Make a comparative study of specific websites and online shopping sites
8. Write the full form of SME. Mention three characteristics of SME.
9. What are inter-personal skills? Show the interpersonal skills with the help of a table.
10. New media falls under the category of corporate or small scale industries. Do a comparative study.