

National Institute of Open Schooling
Senior Secondary Course: Mass Communication
Lesson 24: New Media: Employment Opportunity
Worksheet – 24

1. What do you understand by new media? List any five new media news channels and evaluate job opportunities in them?
2. New media incorporates new challenges with new employment opportunities. Support this statement by giving reasons.
3. What do you understand by an electronic magazine? List any two electronic magazines to be published on new media medium and describe their characteristics.
4. You do many of your household chores online. Make a list of all the tasks and evaluate the use and utility of online medium
5. What do you understand by e-Learning. List down the courses and programmes offered by websites that are run with the help of e-Learning.
6. How do online examination centers function? Which professionals are needed for this? Visit an online center and discuss it with the coordinator.
7. Read online mode of any weekly employment newspaper, identify the employment opportunities emerging in the field of media and show them with the help of a table.
8. New media has made journalism more professional and complex. Discuss its possibilities in detail with a new media journalist.
9. New media has done a great job of reducing the complexity of education. Answer by describing five characteristics of new media technology.
10. The demand for new media professionals has massively increased. Describe any five essential qualities to become a new media professional.