

At our last lesson, we learned a lot about television, press, radio and mass media in general.

But not a word was spoken about the Internet, although it is part of the mass media. In the 21st century, it is the Internet that can unite radio, newspapers and television.

PREVIOUSLY . . .

Let's figure it out.



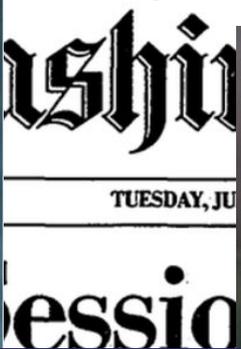
The Internet appeared in the USA in 1986. Originally uniting only a few research centers and universities

As well as additional services that allow people separated by thousands of kilometers to communicate freely with each other, exchange mail, data files, photos and news.

This network currently connects billions of computers and the world, giving its users with a wide



The media on the Internet began with simple duplication of information on the Internet, so in 1993 the exact copy of the Washington Post newspaper appeared. The gradual overflow of traditional media to the Internet was accompanied by the emergence of new types of online media, such as the Internet edition (Internet newspaper, Internet magazine) - 1994-1996, Internet radio (1998) and Internet TV (1999).



The concept of Internet broadcasting includes the transmission of video and audio information over the Internet. Broadcasting on the Internet can be both live (“live broadcast”) and recorded (“video or audio on demand”).

Live



To date, growth in various
publications that television
and radio broadcast using on
the Internet, but traditional
media systems, who give all
the varieties of paper, print
publications (publications
that newspaper, which has a
type of Internet portal and
other derivatives) should be
complemented by Internet
radio and Internet TV.



Online
Radio

INTERNET
TV

But in 2014 a law came out, which said that all sites on the Internet are equal to the media and will be held responsible for violations of the rules (laws). Moreover, all Internet users who have on their page more than 3000 views a day are equal to bloggers and are also responsible for violations of various rules and laws.



The migration of all forms of media to the Internet shows that the Internet is a unique medium that provides the unified means for the delivery of all forms of information and also supports the forward and backward channel for each user.



Another advantage of the Internet, in my opinion, is the availability of information by category or topic. Many sites have “headlines”, thus selecting the tab “2nd European Games” on your screen will highlight all the information about meetings, training games, signed agreements, in short, everything that concerns European games.

The screenshot displays the BXREADY website interface. At the top, the logo 'BXREADY' is visible alongside navigation links for 'Акции', 'Услуги', 'Проекты', 'Каталог', and 'Контакты'. A phone number '+7 (351) 777-19-19, 777-19-19' and a working hours schedule 'График работы: с 9:00 до 17:00' are also present. The main navigation bar includes 'Главная', 'Компания', 'Услуги', 'Каталог', 'Клиенты', and 'Проекты'. A dropdown menu under 'Услуги' lists: 'Капитальный и косметический ремонты', 'Установка промышленного оборудования', 'ИТ-Консалтинг', and 'Строительство мостов и тоннелей'. The central banner features a woman in a business suit and the text 'Готовый корпоративный сайт' and 'позволит быстро запустить сайт компании'. Below this is a 'Подробнее' button. A grid of four service cards is shown: 'ИТ-КОНСАЛТИНГ' (IT Consulting), 'СТРОИТЕЛЬСТВО МОСТОВ И ТОННЕЛЕЙ' (Bridge and Tunnel Construction), 'АУДИТ ПЕРСОНАЛА' (Personnel Audit), and 'КОМПЛЕКСНЫЙ И ЧАСТИЧНЫЙ РЕМОНТ КВАРТИР' (Complex and Partial Apartment Repair). The footer contains a news section with the headline 'BXReady. Готовый корпоративный сайт' and a sub-headline 'Новости'.

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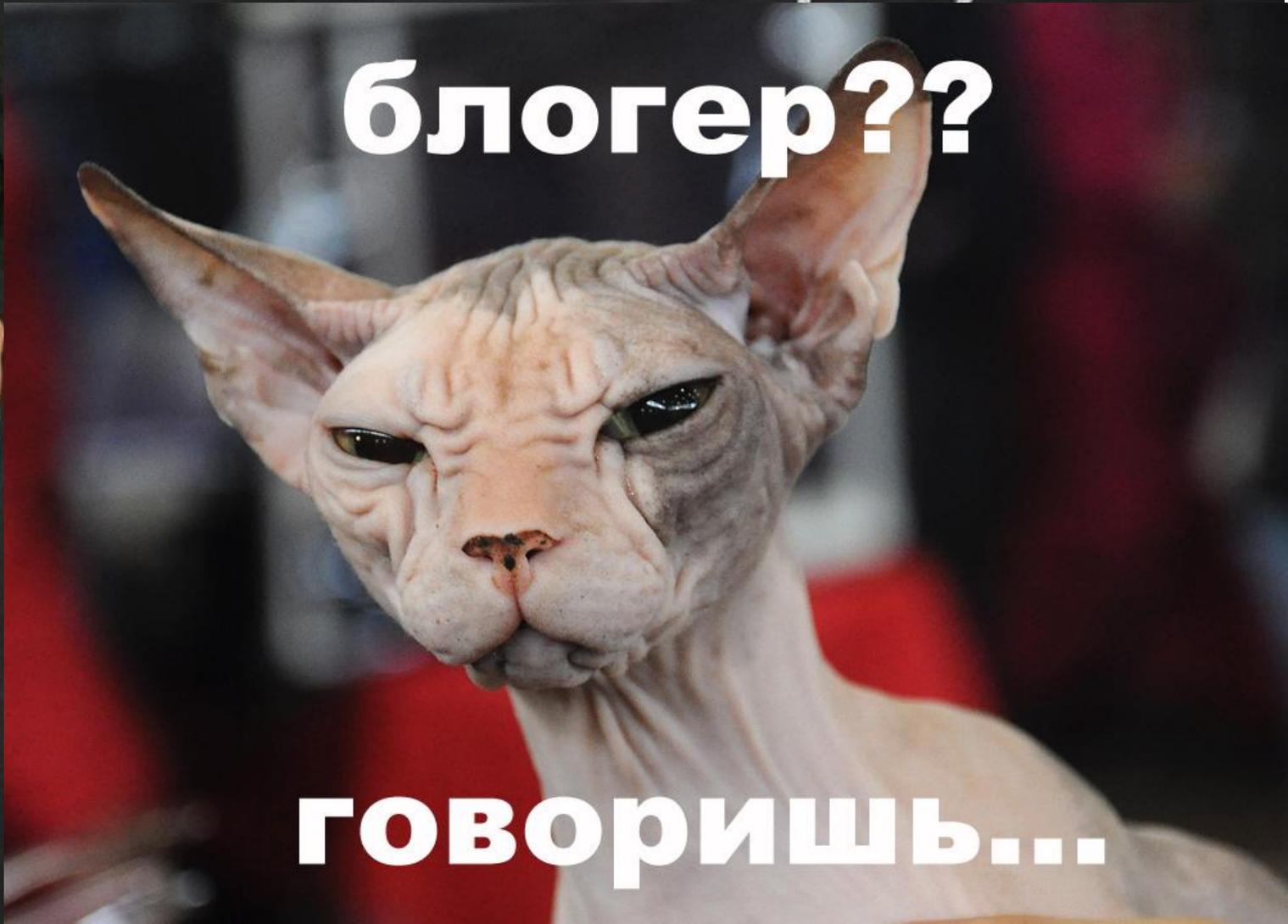
It is necessary to mention that the costs for organizing Internet broadcasting are minimal: in order to transmit video information over the Network, you do not need to acquire transmitters and licenses or build repeaters. All that is needed to provide such services is to buy relatively cheap equipment for encoding / decoding a signal - and, of course, decide what a broadcaster will offer its potential viewers. So, anyone can do it.



Well, since we are talking about the Internet, bloggers can also be mentioned.



Only about 10% of Russian bloggers are committed to serious issues, but they have clear positions. An example from politics: in comments to Medvedev's article "Forward, Russia!" in which the president called for the modernization of society and the economy, there was harsh criticism. Some wrote about demagoguery, declarativeness, and idle chatter. It is not possible in most traditional media. **There are about half a million bloggers in Russia, much less than, for example, in Germany, but Russian bloggers are much more productive than their Western counterparts.**



блогер??

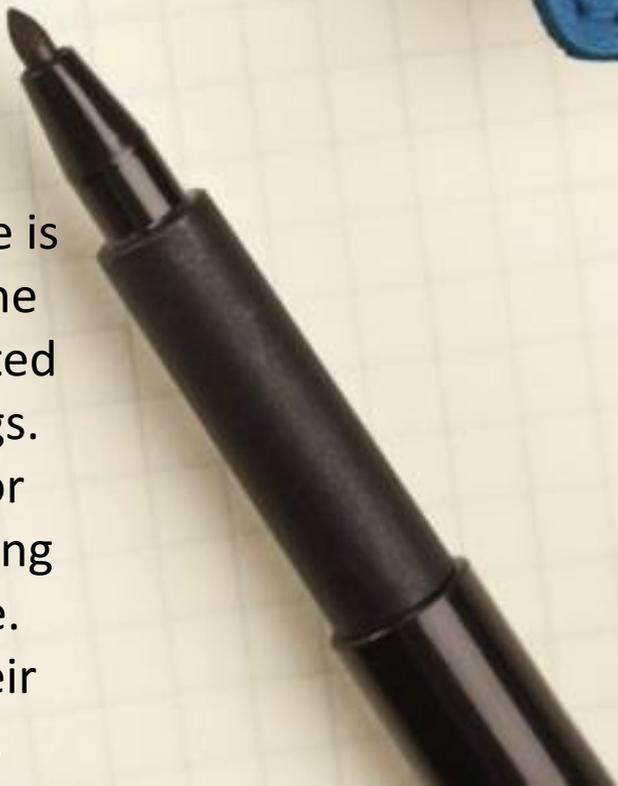
говоришь...

The main advantages of blogs as sources of information lie in the fact that, firstly, they are fully capable of forming a certain public opinion, and secondly, news in blogs appear more operatively than in official sources. In addition, blogs are a simple and effective way to make oneself known to the world. An example would be blogs of businessmen, show-business stars, politicians.





blog



The next direction in the blogosphere is the appearance of large media on the Internet. Traditional media are selected in the global web, starting their blogs.

In such blogs, you can discuss this or that news, events, thereby establishing feedback with your target audience. Some media commercially place their content in the most popular blogs.

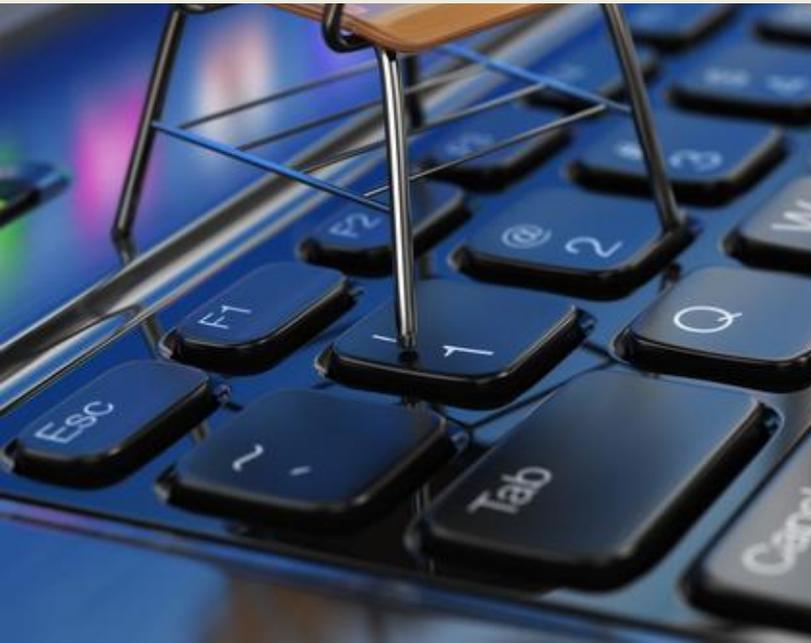
Онлайн обучение по Photoshop



The integration of two formats is also observed: a blog and a corporate site. Businessmen are starting to use their blogs as a way to attract customers, as well as for organizing small businesses primarily in the services sector, such as PR, advertising, search engine promotion, web design, and more. Runet blogs depart from the original format of the tape posts. In most of them you can find a variety of sections: thematic community rating, services for bloggers. It is also becoming popular to learn online in video format

In business blogs, you can find video tutorials and screencasts (digital audio or video produced directly from a computer screen). Also, perhaps another webinar format (interactive seminar) will be another popular format. Such formats can help bloggers attract potential customers. The best way to create a business image for yourself is to start teaching people what you want to be an expert in.

Screencast



 Видеоурок №1 Введение в учебный курс	 Видеоурок №2 Общие правила управления капиталом	 Видеоурок №3 Трейдинг бинарными опционами по торговой системе	 Видеоурок №4 Определение уровней поддержки-сопротивлений	 Видеоурок №5 Свечные паттерны (бычье/медвежье поглощение – модель продолжения)
 Видеоурок №6 Свечные паттерны (бычье/медвежье поглощение – модель разворота)	 Видеоурок №7 Тренд – лучший друг трейдера	 Видеоурок №8 Принцип мартингейла в торговле бинарными опционами	 Видеоурок №9 Как торговать в каналах	 Видеоурок №10 Торговля на новостях
 Видеоурок №11 Как торговать бинарными опционами в ночное время	 Видеоурок №12 Инвестиции бинарными опционами	 Видеоурок №13 Что можно сделать за 60 секунд?	 Видеоурок №14 Стратегия «Торговля на аллигаторе»	

In conclusion, it is safe to say that new technologies will not replace the old ones. Broadcasting was not replaced by television, the latter did not abolish cinema, video rental and videotapes did not destroy cinemas. Moreover, practically both broadcasting and cinema have retained their positions, despite the active competition of new technologies.



THE END

