



News streaming and downloading in Digital era

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Abstract:

In the era of information super highway the importance of newspapers is growing gradually, the possibilities of digital technologies are diverse immense. Due to heavy usage of new media and digital technologies there has been significant change in news presentation style itself. Due to digital divide the portal technology is partly a challenge for a developing country like India. With the advancement of in the portal technology greater emphasis is given to user-friendly news portal streaming and downloading designs. The news portal technology has the advantage of user-friendly designs, downloading, sharing, streaming and saving options. The news portals technology's uses and gratification are numerous and vary from person to person. The present day news portals offer users an index of choice for streaming and downloading news from the portals, and makes fulfilling experience in case of news site for readers and user.

The present study aims at researching the different digital news portals and its usage, their readership patterns and the beneficiaries (news streaming users). The study also intends to examine digital news portals usage, reader's preferences and their impact.

Key words: News portals, uses and gratification, influence and its impact, readership/ viewership patterns.

Literature review;

charitypradipatarini(2011) this study was undertaken to study the response of consumers towards media marketing and their buying behavior. The research found that marketing was significantly influenced readers downloading behavior due to its quality of message or news style, features design content, the portals involvement with readers. Merriam-webster dictionary define media as forms of electronic communication through which user create online communities to share streaming information, ideas, personalised messages, and other content" Another definition includes web and mobile based technology that encourages users to interact with each other for creating and exchanging user generated content. (steyerjames, (2009) these sites allow many tasks that were not possible offline, such as making new friends, saying connected with friends and family, exchanging ideas and sharing pictures. Norris(2003) is of the view that the web has enhanced the

power of existing elites and strengthened old media structure. Mean and while, because of the “interactivity, credibility transparency and diversity of hyperlinks in online news media . (2012: 693).

Objectives :

- To study changing media habits of viewers,
- To access software and hardware facility availability to readers
- The study intends to find out problems faced by users while using news portals.
- To analyse the connectivity required for streaming and downloading. To study the influence of news portal readers' tastes
- To study uses of needs portals.
- The purpose of this research is to study what is the right way to express the news and how it is helpful.

Introduction: With advent of globalization the digital media has encompassed our social life, enhancing our companionship with others and bringing people together. The digital media has done so by forging close relationships with us, enhancing our companionship with others; it's just one of many things. One of the mediums and the many different forms of the portal is the media that expresses the platform today. Portals do not have the same number of time pages and formatting as print journals portal has attracted readers to the portal by influencing readers with its own unique methods of publishing newsletters, such as breaking news and commenting breaking news. The combination of digital portraits and modern technology work in a multifaceted way, with cybernetics comparing its own readers with different broadcast styles and other attractive techniques compared to other media.

These include short news graphics illustrations, breaking news, news headlines, and so on and they are divided according to their interest the very first tape drives produced by data electronic inc were used to set the subject to track. It was later applied to the distribution of live news on 1990 ip networks and video on demand. All of them were initially limited to cinematic documentary films. And then with the astonishing growth of technology, digital newspapers arose to alleviate the urgency of the hour and minute prospects of the day. Some of the research points out there are helpful to ease the readers' wonder that people don't have to buy everyday newspapers and expensive things like television. As an alternative, experts have designed and shaped the internet based newsletter to deliver news to people through the web and dot com networks. According to a gmail sign survey 71% of the 100 people who use the internet have an internet connection device and ten of its services are available on mobile. News forums are a favorite among readers today in the 20 the century, after print newspapers were transformed into digital, news information became more than one photograph , broadcasting in a variety of ways, such as video clip comments, news sharing, etc. a survey by John mark found that readers in general spend more time today viewing and using digital newspapers. Its purpose is to stream and disseminate instant news, such as news, agriculture, entertainment, science and technology, current trends, government projects and more. Feminizing is the delivery of content and real time during production. Distribute the program by playing online and when you need it sometime later, when you need it on a stream of websites and applications, you have the opportunity to restart and get the full file. Some news streaming is free and some we have to buy. These work through the methods of tcp and udp. With the help of the streaming network, streaming news is a transmitting and receiving tool that news organizations provide streaming content by reducing the bandwidth of readers and providing more popular content. Its original media expands the content via a video camera, audio interface but it requires network and internet. Today streaming is recognized as a powerful tool and has given readers many choices. We need

to live stream the program we want online or later on demand. If the internet is active enough you can get them directly but not download it will save the program and news information in the tools we use. Temporarily remain until we delete.

Downloading it is useful to watch even though we have no internet connection. Streaming and, in particular reporters of sports enthusiasts and councils have a lot of interest in watching events streaming means we don't have much time online. In some cases streaming can be frustrating to readers if for some technical reason the streaming does not stop and some elements are not available in the download form Some lose interest in the subject, others of streaming can distract viewers when interrupted digital portals are the major media today, comprising a large number of people. It has attracted all ages and all other workplaces. And having no limited category is a useful and helpful understanding tool for leaders to express their own magical elements to hold the reader. For example gift fast tracker and cartoons have emojis. This includes the revision of text and visual and audiovisual compilations so that the illiterate can learn the material. All of these are positive aspects of the future and a collection point.

NEWS STREAMING PROVISION:

Website hosted on a web server is connected to the media source. This is what uses get the desired media & media content. That it distributes news in real time on the device viewing news streams online, has become the trend of the day.

News streaming on news portals has a large audience, these audiences range from daily viewers to Specialities online audience.

Impact on readers: Today media portal have become more preferred also today readers favorite media portal news have influenced them with the live stream of current affairs , helping the readers save more time, attracting much attention from readers, information and video on the technology they use, whenever they want. No more money spent on collecting it once is enough to make it a sought-after tool and can also save streaming and pass it on to people in creativity. There are two types of concepts; positivity and negativity In addition to news today, entertainment is also the focus of digital reach.

Today portal streaming has multi-choice of digital news, readers is more bizarre than the choice of the ordinary readers. confidence is crucial here. Journalists also have some knowledge of creating news and special can be made published. It is the future value of the immortal and the lost, and their technology. This is the next generation-based growth process. The credibility criteria are simplified to download only if the news is created based on the journalist's experience and general knowledge of digital news and less space on the mobile device. Streaming media is a distribution of content rather than content present as a confluence of multimedia. The news is constantly reaching out to other sources. We receive and retrieve news in the classroom via news streaming. and provisioning in the instant. Its fees are cheap. Fulfils the desired content and does not cover multiple pages. Digital news streaming internet will be delayed a lot sometime it stops.

Research methodology;

Since this Research article wears a qualitative methodology for data collection sources of secondary data research article generated.

The scope of study has had a tremendous impact on streaming and readers in the present day. This gives news viewers multiple choices and helps them get the news they want, the news has satisfied readers and viewers.

Conclusion: nowadays readers rely on streaming the technology and the effectiveness of the technology make it easy and convenient for people to deliver news it is the most used choice of people today the research article is helpful to know that if children watch news streaming at times, it can affect the moral of some events. Oppressing them both negatively and provocatively some free flowing comments sometimes turn people into something positive. In other cases message and response of the stimulus can create danger in other cases, more news should be published that boosts confidence and benefits the reader and it is possible to record can lead to widespread disturbance if the live-stream is misused and disseminated and complement the development of other news streaming. The research article found that streaming as a whole is a targeted experiment with high –quality high audience support, and the ability to repeat content in a relatively short amount of time. there is no denying the fact that media is extensively used as the medium of communication and staying connected. growing from ‘ going viral’ to creating meaningful engagements’ has much repercussions and positive implications for our society and nation development.

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