
• INTRODUCTION

Books are the best friends and they possess capabilities to develop insights and wisdom. It further enriches students with greater understanding and assessing abilities.

Here in this book I have provided a detailed description about new media (theory) & practices. This book will enlighten students regarding concept of new media, internet and journalism, web journalism, law and ethics of new media and new media practices.

The contents and facts are provided in a simpler way so that students can easily go through the same and understand. This will also help them to develop their analytical skills and understandings about today's scenarios in respect of cyber laws, crime and ethics.

A due care and concern has been given while writing this book so that facts and contents do not get distorted and presented in its actual way.

I would request you to offer your comments and suggestions that may prove to be conducive for future similar references.

Hope you all enjoy the book as well as the writing.

UNIT-I

CONCEPT OF NEW MEDIA

STRUCTURE

This chapter shall cover the following main points:

- Meaning and concept of New Media
- Principal and Characteristics of New Media
- New Media as a Communication and its role in society
- Difference between New Media and Web Journalism

• LEARNING OBJECTIVES

Through this chapter students will come to know about:

- What is new media and how it is related to our new society?
- Examples of new media so that students can related them to the contemporary scenario
- They will also understand main principles and characteristics of new media
- The five principles are Numerical representation, Modularity, Automation, Variability and Transcoding.
- Further students shall come to know about importance of new media to our society and its role in communication
- Differences between new media and old media shall be explained to students with more details and examples

• MEANING AND CONCEPT OF NEW MEDIA

New media are forms of media that are computational and rely on computers for redistribution. Some examples of new media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.

New media are often contrasted to "old media", such as television, radio, and print media, although scholars in communication and media

studies have criticized inflexible distinctions based on oldness and novelty. New media does not include analog broadcast television programs, feature films, magazines, or books – unless they contain technologies that enable digital generative or interactive processes.

Wikipedia, an online encyclopedia, is a good example of new media, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Social media or social networking services, such as Facebook and Twitter, are another example of new media in which most users are also participants.

New media is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

New media doesn't necessarily refer to a specific mode of communication. Some types of new media, such as an online newspaper, are also "old media" in the form of a traditional printed newspaper. Other new media are entirely new, such as a podcast or smartphone app. It becomes even more complicated to define when you consider that as technology continues to advance, the definition continually changes.

New media is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

Earning a new media degree can be an excellent way to develop a wide array of skills to work in media and technology across many industries.

"I think a degree in new media is of value because it helps hone the skills necessary to succeed in this industry, like writing, graphic design, video production and marketing," said Christine Bord, an adjunct instructor in Southern New Hampshire University's communications department. "This is also a very competitive field, and many employers are looking for candidates who have a degree in media and marketing."

The New Media Institute defines new media as "a catchall term used to define all that is related to the internet and the interplay between technology, images and sound." That's in contrast to "old media," which PCMag defines as all forms of communication that came before digital

technology, including “radio and TV and printed materials such as books and magazines.”

It also constantly changes. As new technology is developed and widely adopted, what is considered new continues to morph. Once upon a time, DVDs and CDs were the latest way to watch movies and listen to music. Now, streaming services such as Netflix and Spotify are more popular.

Just a few examples of new media include:

- Websites
- Blogs
- Email
- Social media networks
- Music and television streaming services
- Virtual and augmented reality
- Streaming audio and video
- Chat rooms
- Email
- Online communities
- Mobile apps
- Web advertising
- DVD and CD-ROM media
- Virtual reality environments
- Integration of digital data with the telephone, such as Internet telephony
- digital cameras



costs significantly less than running a brick-and-mortar store. Advertising online not only is less expensive than it is with old media, but it also allows business owners to reach a larger audience. The internet also eliminates expensive travel. A small-business retail store owner can purchase inventory from suppliers without ever leaving the office.

Wider Customer Base

An internet presence and email communications have the potential to expand a small business's customer base exponentially. Unlike the limited scope and time delay characteristic of traditional advertising methods, new media options allow not only for instant connections but also for connecting on a number of different levels. Some of the most common ways to help potential customers learn about and purchase products include:

- Websites
- Email newsletters
- Participating in social media sites
- Advertising on Facebook
- Instagram ads
- Twitter promotions
- **Sustained Competitive Advantage**

Businesses can use video technology both internally and to connect with the outside world. For example, remote teams communicating over video often make faster and more informed decisions, while customer service representatives can interact with clients and associates on a more personal level. In addition, a video blog can welcome viewers to a website, as well as describe and demonstrate how to use a product.

An internet connection, a virtual private network, video conferencing, email and instant messaging provide flexible work options that can benefit both a business and its employees. Although allowing employees to work from home on a part or full-time basis doesn't work for every business, a mobile workforce can produce significant tangible and intangible benefits for some businesses. These include cost savings that come from occupying a smaller facility and revenue increases that can result from rising employee productivity.

Businesses can no longer count on information flowing only one way: from their planning sessions to the consumers. With new media, businesses enter into a true conversation with their customers, responding to their wishes while fine-tuning their marketing plans.

In *The Language of New Media*, Lev Manovich proposes five “principles of new media”—to be understood “not as absolute laws but rather as general tendencies of a culture undergoing computerization.” The five principles are numerical representation, modularity, automation, variability, and transcoding. I focus on Manovich’s work because I believe it effectively examines the materiality of new media—that is, the influence of the computer’s interface and operations, its logic and ontology, on the production, distribution, and reception of new media.

Just as every subject or discipline has laws, principles and characteristics, the study of New Media also does have some characteristics that could be studied to understand the subject better. In “*The Language of New Media*”, Lev Manovich (scroll to end of this post to know who the hell is this guy) proposes five “principles of new media”—to be understood “not as absolute laws but rather as general tendencies of a culture undergoing computerization.” The five principles are: Numerical representation, Modularity, Automation, Variability and Transcoding.

1. Numerical representation

Because all new media objects are composed of digital code, they are essentially numerical representations. That is, all new media objects can be described mathematically and can be manipulated via algorithms. According to Manovich, the key difference between old and new media is that new media is programmable. The closest we can get to the ‘materiality’ of a new media object is to talk about the numbers and formulas that constitute it. In new media compositions, the opposition between visual and verbal is bridged in the sense that both are code—both image and text are programmed and programmable.

All new media objects whether created from scratch or converted from analogue media sources are composed of digital code and therefore they are numerical representations. *e.g.* When a painting or an image is digitised by scanning, the digital version becomes a copy of the same original image, yet comprised of pixels.

That is, all new media objects can be described mathematically and can be manipulated via algorithms. According to Manovich, the key difference between old and new media is that new media is programmable. In new media compositions, the opposition between visual and verbal is bridged in the sense that both are code—both image and text are programmed and programmable.

2. Modularity

Pixels, images, text, sounds, frames, code—-independent elements like these combine to form a new media object. These elements can be independently modified and reused in other works. The modularity of new media is related to the modular character of structural computer programming, such as we find in Java and C++, in which independent functions or subroutines are brought together in larger programs. In Photoshop, modularity is most evident in layers; a single image can be composed of many layers, each of which can be treated as an entirely independent and separate entity. In Flash, modularity is evident in frames, layers, scenes, and symbols, each of which has a certain independence and yet is an integral part of the Flash movie. The entire Web, Manovich notes, has a modular structure, composed of independent sites and pages, and each webpage itself is composed of elements and code that can be independently modified.

3. Automation

Automation is seen in computer programs that allow users to create or modify media objects using templates or algorithms. Because of powerful automated functions built in to the software, Manovich notes, “human intentionality can be removed from the creative process, at least in part”. As Manovich puts it, “The creative energy of the author goes into the selection and sequencing of elements rather than into original design”. Authorship or artistry involves selection from pre-existing images, code, or other elements and a kind of “collaboration” with the software to see what is possible. Automation is evident in the filters, special effects, and other operations in Photoshop that allow users to modify images. In Flash, automated tweening allows users to specify the beginning and end of an animation, and Flash automatically draws all of the frames in between. The interactive image above, particularly the brief movie clips that play when you “focus” the camera, shows some examples of automated effects achieved in Photoshop and Flash. Click on the “examples” link to the right to see student work that incorporates automation.

Because of the nature of discrete numeric data and modularity of services/modules, new media can be transformed automatically by other processes (usually computer software programs). Automation is seen in computer programs that allow users to create or modify media objects using templates or algorithms. Automation is evident in the filters, special effects, and other operations in Photoshop that allow users to modify images. In

Flash, automated tweening allows users to specify the beginning and end of an animation, and Flash automatically draws all of the frames in between.

4. Variability

Manovich writes, “a new media object is not something fixed once and for all, but something that can exist in different, potentially infinite versions” (36). Unlike old media, new media does not “hardwire” structure and content together. One example of variability is found in hypertextual or interactive media that allow users to take different paths through a text and therefore access different content. Manovich connects the variability of new media to the logic of postindustrial society, which values individuality over conformity. “New media objects assure users that their choices—and therefore, their underlying thoughts and desires—are unique, rather than preprogrammed and shared with others”. An important case of the variability principle involves databases from which “a variety of end-user objects . . . can be generated, either beforehand or on demand” (37), as in Web pages generated on the fly and customized to user preferences. The variability in the example above comes from code that generates rectangles of random size, placement, and opacity each time you press a button, as well as from the interactive features that allow you to select and deselect colors and backgrounds and erase existing squares. Each variation will be unique.

A new media object is not fixed and can exist in potentially infinite versions. Eg: Photo manipulated versions of the same image in different hues, tones, effects etc. Unlike old media, new media does not hardwire “structure” and “content” together. One example of variability is found in hypertextual or interactive media that allow users to take different paths through a text and therefore access different content. E.g. Ecommerce websites that study user behavior and although the website content remains the same, the collected user habit data throws links customized to each user. Another great example could be how some companies and products have their digital content spread across various platforms, with the same layout, themes, content etc. Apps, website, etc.

5. Transcoding

The last and broadest of Manovich’s five principles of new media, transcoding is “the most substantial consequence of the computerization of media”. Transcoding designates the blend of computer and culture, of “traditional ways in which human culture modeled the world and the computer’s own means of representing it”. Technically, transcoding refers to

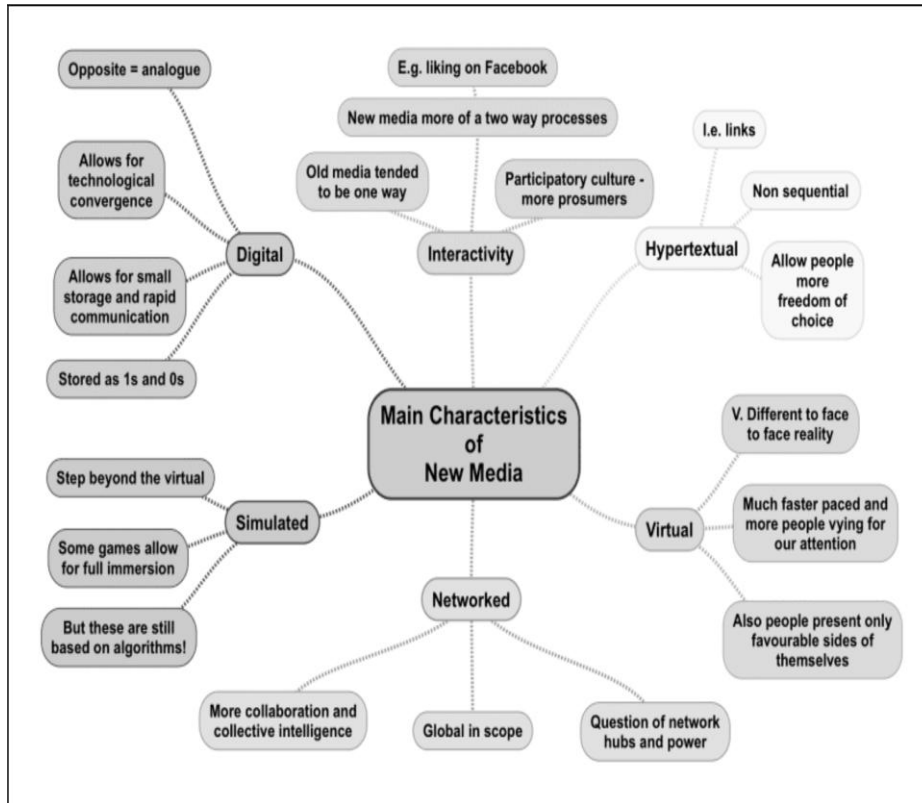
the translation of a new media object from one format to another (for example, text to sound) or the adaptation of new media for display on different devices. Broadly, transcoding designates the ways in which media and culture are being reshaped and transformed by the logic of the computer. The computerization of culture is a process of transcoding, as “cultural categories or concepts are substituted, on the level of meaning and/or language, by new ones that derive from the computers ontology, epistemology, and pragmatics”.

New Media has two layers – The computer layer and the cultural layer. Technically, transcoding refers to the translation of a new media object from one format to another (for example, text to sound) or the adaptation of new media for display on different devices. Broadly, transcoding designates the ways in which media and culture are being reshaped and transformed by the logic of the computer. The computerization of culture is a process of transcoding, as “cultural categories or concepts are substituted, on the level of meaning and/or language, by new ones that derive from the computers ontology, epistemology, and pragmatics”.

According to Manovich Variability has its own principles such as:

- All media elements are stored in media databases
- Separation of the level of data or content and interface
- Media composition is automatically adjusted according to the unique information about user (such as hardware type or browser)
- Branching type interactivity (example: menu navigation options, user provided with choice were to go next)
- Hypermedia. (one type of media is containing different elements of multimedia. For example power point presentation might not only contain text but also video and sound clips, which are separate media element connected together via hyperlinks)
- Periodic Applets. (software is constantly updating, as a result users might have slightly different version of the same media)
- Scalability. (this principle is overlapping with media customization which means that user can get the different level of details of certain media according to his demand or technical specifications of his hardware. For instance, the users with slow internet connection will get the textual view of web pages without flash, images or sounds. The producers of the content create different versions of

their media products which varies in the level of details and file size)



New Media are Digital, interactive, hypertextual, globally networked, virtual and sometimes based on simulation.

Digital

With the growth of digital technology in the 1990s, the vast majority of information is now converted, stored and transmitted as binary code (a series of 1s and 0s.). Qualitative information has today become 'digitalised'.

Digitalisation what allows so much information to be stored in compact hard disks or micro memory cards and it is also what allows for the near instantaneous transmission of information via cable and satellite.

Digitalisation has also resulted in 'technological convergence', or the convergence of different forms of information (text, audio and visual) into one single 'system' – most web sites today offer a fusion of text and audio-visual information, and our mobile devices allow us to perform a variety of functions – not only reading text and watching/ listening to videos, but also searching for information, sending messages, shopping and using GPS functions.

Analogue is the opposite of digital. It is stored in physical form and examples include print newspapers, records, and old films and T.V. programmes stored on tape.

Interactivity

‘Old media’ tended to be very much a ‘one way’ affair, with audiences on the receiving end of broadcasts, for the most part able to do little else that just passively watch media content.

New Media however is much more of a two way affair and it allows consumers and users to get more involved. It is much more of a two way form of communication than old media.

Increased interactivity can be seen in simple acts such as liking a Facebook post or commenting on news piece or blog. However some users get much more involved and create their own blogs and videos and actively upload their own content as ‘prosumers’.

New Media seem to have fostered a more participatory culture, with more people involved and the roles between consumer and producer of media content becoming ever more blurred!

Hypertextual

Hypertext, or ‘links’ are a common feature of new media, which allows users more freedom of choice over how they navigate the different sources of information available to them.

In more technical terms, links in web sites offer non-sequential connections between all kinds of data facilitated by the computer.

Optimists tend to see this feature as allowing for more individualised lifestyle choices, giving users the chance to act more independently, and to make the most of the opportunities new media markets make available to them.

Global Networks

Digital Media has also facilitated cultural globalisation – we now interact much more globally and via virtual networks of people rather than locally.

These networks allow for ‘collective intelligence’ to increase – they allow us to pool our resources much more easily and to draw on a wider range of talents and sources of information (depending on our needs) than ever before.

What is Society?

Society is defined as a group of people living as a community or an organized group of people for a common purpose.

Role of Media in society:

The word 'media' is derived from the word medium, signifying mode or carrier. Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers

Print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a most spectator media has a greater responsibility.

As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

From the days abode, media has remained an integral part of human civilization. From the days of Vedas and Upanishads to edicts of kings and emperors like Chandragupta, Asoka to the medieval Indian mass gatherings to the modern day's audio video and print media, media has always taken a pivotal role in shaping our society. During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a platform to place the demands of common Indian and to express solitude with freedom fighters. Indian media in post independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels.

Twitter: is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

Google+: (pronounced Google plus) was Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. This website is no longer offered to new users and plans to shut down remaining accounts in 2019.

Wikipedia: is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; however, registration is not required to edit articles. Wikipedia was founded in January of 2001.

LinkedIn: is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Reddit: is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

Pinterest: is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source.

For example, clicking on a picture of a pair of shoes might redirect users to a purchasing site and an image of blueberry pancakes might redirect to the recipe.

Effects of Media on society:

The media influences so many people's behaviour nowadays. Information can be spread after a few clicks of a button, whether it is true, false, speculation or gossip. This can affect relationships in various ways, be it between celebrities and ordinary people or between celebrities themselves

and their loved ones. The media can manipulate, influence, persuade and pressurise society, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally.

Controversial stories are reported and printed with no reliance of it being fact or not. The public is “meant” to believe everything they’re told and not question it. With it being so easy to say assert an opinion so easily after a few taps, it can lead to investigations and front page headlines. Additionally, as newspapers and magazines have websites, articles can be posted and received quicker than printed articles, and are updated more regularly. Links to these articles can be posted to social media platforms – like Facebook and Twitter – as well as being emailed and messaged directly between friends and family. Today, the media is everywhere, and can easily get to places if needs be in ‘BREAKING NEWS’ scenarios. According to Global Web Index, 54% of daily media time is online. Also, on a typical day, 12% of people watch online TV, 10% listen to online radio, 12% read online press, 28% use social networking sites, 13% are micro-blogging, 9% read or write blogs, and 17% do other things. This means there is constant access to news and the goings on in the world, with the aid of links from social media sites, as you can receive news so quickly, all information whether it’s true, false or opinion.

The media can influence the way people are viewed, which means people’s careers can change within a flash. The media can also manipulate people in the spotlight to lead their life a particular way, or to rebel against what they ‘should’ be like. Miley Cyrus, 21, grew up around fame, with the influence of her father, Billy Ray Cyrus, as well as famous godmother Dolly Parton, both of which are American country singers. Therefore, Miley Cyrus was bound to attract public eye. Miley has had minor acting roles, but became a famed child star at the age of 11, with her success in Hannah Montana, a TV programme based on a teenage girl (Cyrus) with a split life between that of an ordinary schoolgirl and of a ‘teen pop sensation’. By having the role of Hannah Montana she became a role model to millions of young girls around the world which she didn’t ask for, but it came with the job.

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media.

Terry Flew (2002) stated that as new technologies develop the world becomes more globalized. Globalization is more than the development of activities throughout the world, globalization allows the world to be connected no matter the distance from user to user and social thinker expresses this great development as the "death of distance". New media has established the importance of making friendships through digital social places more prominent than in physical places. Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation states". Globalization shortens the distance between people all over the world by the electronic communication and sometimes this great development is expressed as the "death of distance". New media "radically break the connection between physical place and social place, making physical location much less significant for social relationships.

However, the changes in the new media environment create a series of tensions in the concept of public sphere. According to Ingrid Volkmer, "public sphere" is defined as a process through which public communication becomes restructured and partly disembedded from national political and cultural institutions. This trend of the globalized public sphere is not only as a geographical expansion from a nation to worldwide, but also changes the relationship between the public, the media and state.

"Virtual communities" are being established online and transcend geographical boundaries, eliminating social restrictions. Howard Rheingold (2000) describes these globalised societies as self-defined networks, which resemble what we do in real life. "People in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, gossip, feud, fall in love, create a little high art and a lot of idle talk" For Sherry Turkle "making the computer into a second self, finding a soul in the machine, can substitute for human relationships". New media has the ability to connect like-minded others worldwide.

While this perspective suggests that the technology drives – and therefore is a determining factor – in the process of globalization, arguments involving technological determinism are generally frowned upon by mainstream media studies. Instead academics focus on the multiplicity of processes by which technology is funded, researched and produced, forming a feedback loop when the technologies are used and often transformed by their users, which then feeds into the process of guiding their future development.

While commentators such as Manuel Castells espouse a "soft determinism" whereby they contend that "Technology does not determine society. Nor does society script the course of technological change, since many factors, including individual inventiveness and entrepreneurialism, intervene in the process of scientific discovery, technical innovation and social applications, so the final outcome depends on a complex pattern of interaction. Indeed the dilemma of technological determinism is probably a false problem, since technology is society and society cannot be understood without its technological tools." This, however, is still distinct from stating that societal changes are instigated by technological development, which recalls the theses of Marshall McLuhan.

Manovich and Castells have argued that whereas mass media "corresponded to the logic of industrial mass society, which values conformity over individuality," new media follows the logic of the postindustrial or globalized society whereby "every citizen can construct her own custom lifestyle and select her ideology from a large number of choices. Rather than pushing the same objects to a mass audience, marketing now tries to target each individual separately."

The evolution of virtual communities highlighted many aspects of the real world. Tom Boellstorff's studies of Second Life discuss a term known as "griefing." In Second Life griefing means to consciously upset another user during their experience of the game. In the real world, these same types of actions are carried out. Virtual communities are a clear demonstration of new media through means of new technological developments.

Social media is a powerful communications medium, with widespread influence over cities as well as remote areas. However, it is only part of the digital revolution that we are witnessing. Digital transformation has not only influenced businesses and made the world more accessible, but it has also changed the way we communicate.

According to Oberlo, as of 2019, there are 3.2 billion social media users all around the world, which is about 42% of the Earth's population. In addition, there are roughly 4.5 billion internet uses across the world today. These statistics are proof of the growing dominance of digital media in our daily lives.

This blog will describe the factors that have led to the rise of social media as a powerful communications medium. You will also gain an understanding of how social media has changed the dynamics of communication.

Social media has taken over the business sphere, the advertising sphere and additionally, the education sector. It has had a long-lasting impact on the way people communicate and has now become an integral part of their lives. For instance, WhatsApp has redefined the culture of IMs (instant messaging) and taken it to a whole new level. Today, you can text anyone across the globe as long as you have an internet connection. This transformation has not only been brought about by WhatsApp but also Facebook, Twitter, LinkedIn and Instagram. The importance of social media in communication is a constant topic of discussion.

Online communication has brought information to people and audiences that previously could not be reached. It has increased awareness among people about what is happening in other parts of the world. A perfect example of the social media's reach can be seen in the way the story about the Amazon Rainforest fire spread. It started with a single post and was soon present on everyone's newsfeed across different social media platforms.

Movements, advertisements and products are all being broadcasted on social media platforms, thanks to the increase in the social media users. Today, businesses rely on social media to create brand awareness as well as to promote and sell their products. It allows organizations to reach customers, irrespective of geographical boundaries. The internet has facilitated a resource to humankind that has unfathomable reach and benefits.

How has social media influenced the way we communicate?

- Essential business strategy: Everything is just a click away and includes everything from news to buying your groceries. The ease of access that social media provides has taken over the traditional methods of shopping, reading news and even studying. Education too has incorporated forums and social media chat rooms to increase interactivity among students, conduct webinars and promote events and courses. Social media is a crucial section of digital marketing, helping businesses go beyond demographic and geographic boundaries.
- Online payments: While there was a time when online payments just meant online banking services, the dynamics have changed today. Social networking platforms like WhatsApp are incorporating options (WhatsApp Payments) within the application that allows you to transfer money to other people with minimal

effort. The only challenge that these new payment systems presents is the maintenance of security standards. While this is a convenient way to digitally send money, the security standards must be regulated to ensure customers are stepping into a safe zone.

- **Online healthcare:** Social media has changed the way healthcare services are carried out. Rather than physically visiting a doctor for your ailments, you can now speak to a virtual doctor who will suggest medications based on your symptoms. Some doctors even consult with patients over Skype calls to better understand their ailments. While this poses a great advantage for patients who do not want to pay a visit to the clinic, it also comes with its share of risks. The chances of non-qualified individuals posing as doctors are high. Moreover, it is difficult to confirm a doctor's credibility by the look of their profile online. However, if used appropriately, this can be a beneficial resource for people worldwide.
- **Increased civic awareness:** Social media has changed how we are governed by making the process more transparent. Many leaders across the world have taken to social media to voice their opinions and priority issues, giving people a better understanding of the government they have elected. It has also limited the influence of political stakeholders over what information should reach people. Before social media's entry into the digital era, traditional media and the government were the only sources of information. However, this has now changed for the better. The downside of this is that some organizations are also misusing the power of social media to negatively influence people.
- **Disaster management:** Global warming has affected our planet to the extent that natural calamities make headlines every other day. In the face of this, social media has become a saviour, enabling relief funds, information and support can be sent and accessed more easily. For example, the safety check feature on Facebook allows you to mark yourself safe in disaster zones, helping your friends and family know that you are safe, in case there is no other medium of communication available.
- **Social justice:** Social media has brought people face-to-face with humanitarian issues. Many social work organizations such as animal welfare and fundraising organizations are also taking to social media to create awareness about the issues of society. It

brings together activists, allows people to raise their voice against injustice (for example, the #metoo movement) and helps people come together for social causes.

Social media's influence has given rise to a different genre of communication, where conversations are quick and information is easily relayed. Due to its widespread impact, employers are seeking professionals who are well-versed in social media platforms to take on important roles within an organization. In fact, social media as a business function is growing rapidly and presents a number of employment opportunities.

Mass media and other forms of communication technology have an enormous influence in helping to shape public opinion and underlying sentiment. Newspapers, TV and radio are all important sources of basic information about other people and other places and this can itself help to engender understanding if presented in a fair, even-handed and non-inflammatory way.

The media is also an important accountability mechanism: it raises important issues, corruption for example, that might otherwise never be publicly debated or addressed. The media also has an important role in stimulating governments to take action on social policy: although stories about migrants or refugees might reinforce prejudice in some quarters, they also expose problems that need to be addressed, for example poor living conditions or lack of access to services, the citizenship status of migrants, the response of local communities to their settlement and so on.

But the media can also, in some cases, become an instrument for the dissemination of false and inflammatory messages and values that do not promote respect or well-tempered dialogue and discussion. Negative messages can divide communities and can help perpetuate the stereotypes that nurture violence.

Media portrayals can sometimes serve to exacerbate the narrative of oppositional forces and irreconcilable, value-based differences. The media often prefers to dwell on conflict, since conflict and drama sell newspapers and attract an audience. This inevitably means that the more extreme points of view get airtime rather than the feelings of the majority of citizens that may have more accommodating and balanced perspectives. For example, during the 1994 Rwandan genocide, the state-supported Radio Télévision Libre des Mille Collines (RTL) station broadcast hate propaganda against Tutsis, moderate Hutus, Belgians and the United Nations, and was used as a tool to organize massacres. And even when the media are truly independent, there can be a tendency by some (though not

all) of the media to oversimplify the complexity of current problems and reduce the news to catch phrases and sound bytes – on the assumption that people want drama and entertainment rather than informed analysis. An emphasis on the constructive role of the media, which we strongly support, has to go with a realistic recognition of the problems that the media have reason to guard against.

The internet has radically changed the way in which people communicate and connect with each other. As a means of social interaction, the web brings people together – friends, family, young people, or complete strangers that share interests or objectives – and this can foster a sense of belonging and identity. The web, however, has also been used to target people, mainly young users, to radicalize them into specific belief systems and divisive ways of seeing the world.

Some constructive means of linking like-minded peaceful groups across dispersed regions already exists – including those such as ‘Youth for a Sustainable Future’, an email discussion group founded by young people in the Pacific to discuss issues affecting themselves and the region.

However, the riots in Cronulla, in southern Sydney, Australia, in December 2005 are an interesting illustration of the role of the media and modern forms of communication like text messaging in a less peaceful direction. For some time, there had been a growing escalation of hostilities between some members of the local Anglo-Australian community and Middle Eastern people at Cronulla Beach. Over a 36-hour period there was a rapid build-up of violence, and a reaction 24 hours later by those who had been subjected to violence, to a great extent using organized text messaging.

Cronulla Beach became the contested space between people of Middle Eastern background on the one hand and the ‘traditional’ Anglo-Australians for whom Cronulla was the home of their traditional surf beach culture. In the weeks leading up to the conflict, the media reported stories of beachgoers who complained that they had had sand flicked in their faces by young men of Middle Eastern background while they were playing soccer, and there were other reports of Middle Eastern men who made offensive remarks about women who were wearing bikinis and other clothes that the men considered immodest and offensive. The conflict escalated one Saturday afternoon in early December 2005, stoked by a huge proliferation by white youths of text messaging up and down the coastal beaches of Sydney.

On a more positive note, the riots caused a great deal of reflection about the nature and impact of some media coverage, and soul searching about how to mitigate a sense of exclusion and hostility by some groups. Surf lifesaving clubs, the bastion of surf and local community culture, have been opened up to members of different groups. There has been a successful programme to encourage young Muslim people to train as lifesavers, and modesty-driven adaptations to traditional women's swimming costumes have been designed for young Muslim women who want to enjoy the beach and participate in community activities.

Sometimes the internet has been used for fomenting group violence. Taking the rough with the smooth, an awareness of this problem is important, while building on the constructive role of the media and public dialogue.

Other media initiatives have been successful at increasing the inclusion of previously marginalized groups by providing them with a means of expressing their views. Positive results have also resulted from the creation of channels through which older, familiar binary disputes can be broken down and re-imagined in ways that highlight common interests that transcend warring boundaries.

In the occupied Palestinian territory, an on-going Palestinian initiative aims to promote gender equity through media capacity-building and outreach. The programme created networks of local media professionals (male and female) in the different communities, trained them to produce, print and broadcast programmes on women's lives and issues, and fostered relationships, collaboration and information-sharing between women leaders and media professionals. Training was provided to women leaders in media presentation skills, and to public information officers in media advocacy campaigns. As a result, several long-term relationships were established between women's organizations and television and radio stations, enabling women to continue sharing information and informing broadcasts. This initiative for the Promotion of Global Dialogue and Democracy (MIFTAH) is supported by UNIFEM.

Another interesting example of a direct effort to promote goodwill between nations was the US government's sponsorship of the band Audioslave on a tour of Cuba. In what seemed to be a sort of peace offering, few were able to discern exactly what the US government was trying to achieve, or what the Cuban government was receiving in return. The spectacle of Audioslave trying to 'make friends' with Cuba with the

endorsement of the US government, in a way that US foreign policy had failed to achieve over almost half a century, is a powerful reminder of the influence of music.

The world of journalism has also grasped opportunities to promote understanding in conflict situations. In Northern Ireland, just before the Good Friday Agreement, the editors of a Catholic nationalist newspaper and a Protestant unionist newspaper developed a joint initiative. They asked their readers to 'Call this number if you say "Yes to Peace"'. The fact that the two main newspapers on opposite sides of the divide ran the same text with the same notice was very powerful. A total of 145,000 calls were made, and with a local population of only 1.5 million people, this amounted to a significant one-in-ten response rate.

This initial success led to another interesting venture where each editor wrote an editorial in favour of peace for the same day, and sent it to each other in advance, working on the drafts until they had a single editorial to which they could both sign up. As a result, Protestants and Catholics in Northern Ireland could read the same words in 'their' separate newspapers, and know that the editors they trusted had been able to express the same sentiments, while remaining true to their interests. It was a powerful piece of innovative journalism and became something of a story in itself.

A broader task, jointly faced by Commonwealth members and media professionals, is to develop a more critical understanding of international issues. The UN Alliance of Civilizations report highlighted this area for special concern, and noted that taking corrective measures would greatly help to inform publics in various countries in a balanced way about international issues. Professional schools of journalism and media are particularly important in achieving this kind of wider orientation of the role of journalists and other media professionals. Media responsibility is the ethical correlative of media freedom.

• DIFFERENCE BETWEEN NEW MEDIA AND WEB JOURNALISM

New media are maturing, and it is increasingly evident that they wield great influence on traditional journalism as we find it in newspapers, radio and TV news programmes. The notion of journalistic professionalization has been mainly analyzed by emphasizing the role of media ownership, the high level of media-political integration, the quality of journalistic culture

as well as its historical development. Journalism is undergoing its most fundamental transformation thanks to ubiquitous news, global information access, instantaneous reporting, interactivity, multimedia content, and extreme customization. But the changes confronting journalism are perhaps too frequently understood and framed as a “crisis.” However, if we do a quick Google search we will find that “new media journalism” is an operative buzzword being used by J-schools and media pundits alike. Most definitions of new media journalism underscore the fact that unidimensional journalism (reporter writes story) is insufficient in the digital age. New media journalism aspires to produce multidimensional journalism, or put it more literally, multimedia journalism. (It’s a tragedy of semantics that the word “multimedia” has become a somewhat dated term for cheesy graphics and limited interactivity circa 1997). And multimedia journalism in turn, is what is enabled and expected in the increasingly digitally mediated world we live in.

The dynamic and fluid nature of new media and its many undefinable parts has kept authorities hopping since its inception. There are a range of explanations and hypothesis, but there is a lack of one specific definition. New media can be defined by its technology (interactivity, digitalization, convergence); services (delivery of information, entertainment, political participation, education, commerce); and textual forms (genre hybridity, hypertextuality, multimedia) [1]. There is great uncertainty regarding the changing media environment. Many argue new media will supplement rather than replace old media. As the diversity of media increases audiences become more fragmented. Audiences are less predictable. As the information and communication technology advances new forms of media content will arise. The Web has put traditional journalism into a tailspin, and newspapers of all sizes are scrambling to find a way to monetize their content. Globalization has been fueled by the technology. The sudden changes brought about by the Internet and new media has left many old media organizations behind. They did not see the power of emerging new media and were slow to respond. Will old media respond by producing more locally driven content or present a more global identity?

Looking at the results of the transformation process, critics point out that public service broadcasting is in crisis, political pressure on the media persists, journalism performance is often weak, ownership concentration is increasing, media pluralism is at risk, minority access to the media remains scarce, nationalist and hate speech is spreading, technological change in communications is slow, and commercialization and tabloidization

dominate the media landscape. Yet others maintain that media change has been a global success; we see dramatic changes in ways people communicate with each other. Traditional boundaries and cultural mores are tested as new media augment the information landscape and challenge prevailing orthodoxies. Old institutions are threatened as broadcast entities and newspapers lose some primacy. Questions abound about a Twitter generation, a Facebook society, and a world in which mobile telephony becomes a more and more significant platform for the diffusion of news. Are these concerns overblown? What are some of the implications for existing entities, for governments, for civil society, for media development agencies and funders? The influence of new forms of communication may be pervasive, the opportunities legion. But is the business of journalism up to the challenge?

Apart from the role that is being played by traditional media, new media is now leading this new era of globalization and knowledge. It has often been stated that the traditional function of journalism will erode with the advance of new information technologies. Direct news supply by satellite television and computer networks, the explosion of information and the increasing communication autonomy of citizens, less public service and more commercial exploitation of media, textual blogs, photoblogs, videoblogs, wikis, podcasts, and moblogs all suggest critical journalism is becoming redundant. So far journalism has experienced several transformation periods: Every new medium brought new challenges for journalism practice. To understand the impact of “new” technologies on journalism, practice in new technologies must be seen as continuous with and embedded in existing social, cultural, political, and economic networks in which journalism practice is entrenched. It has been said that journalism is turning from a lecture into a conversation [2], and in many way this is extremely desirable. Taken from one perspective it allows us to move away from the propaganda model of media espoused by Herman and Chomsky to a potentially disinterested, unbiased form of engaged reportage by multiple sources [3]. Equally, it is the very strengths of the influence of new media on journalism that could and have been used in a disingenuous manner to allow confusion and a lack of consensus on what should be more widely accepted.

The influence of the Internet has drastically changed the media landscape, often to the detriment of print newspapers. Is new media edging out accountability and standards with ill-informed opinion and user-generated rants? Or is it the evolution of journalism, breaking down

barriers, which previously restricted the flow of information and narrowed the range of debate?

• NEW ROLE OF JOURNALISTS

The introduction of new media has challenged the traditional form of journalism as global emphasis shifts to online, real-time reportage of events. Today, news is delivered in a unique manner, combining audio and visual in such a way that its impact can never be over-emphasized. New media has silently, but steadily, become a force to be reckoned with in today's world. Saving journalism will not in itself save the world. That should be left to people and politicians. But a healthier local and global news media is a necessary precondition for international development and security. The media realm is ever-changing and journalism has to adapt. Professionals in journalism, public relations, advertising, broadcasting, and mass communications have to confront with a new and still evolving media landscape. Today the environments in which journalists work—across various media platforms of print, radio, television, and online—have begun to rapidly change in response to innovations in technology, increasingly competitive and fragmenting markets for readers and audiences, government media policy, and changing audience requirements for news and the ways in which it is presented and delivered. The high-tech revolution has significantly altered the way the public obtains its news and information, and has deprived mass media of its traditional monopoly.

The media and the practice of journalism, however, have been slow to adjust to the Internet and the global ramifications produced by the new information technology. While major media companies have become multinational operators, their news product still remains substantially unchanged. Journalists throughout the world still separate “domestic” from “foreign,” while their audiences casually chat between continents. Such are the key lamentations on the fate of journalism today.

The demise of the existing business model of the local and regional press and of broadcast news together with the struggle for survival of many national newspapers demands critical consideration. Many scholars blame technological convergence as the main culprit and lament the dismantling of demarcations between journalists and technicians and between print, radio, and television journalism. They argue the ongoing conversion of technologies undermines the basic skills and standards of journalism and foster so-called “multiskilling” in newsrooms, which may be result of

economic pressures that can lead to cut backs on resources while increasing workloads. Even though, the impact of new technologies in the news industry is varied, two general conclusions can be drawn: The process increases demand for and pressures on journalists, who have to retool and diversify their skill set to produce more work in the same amount of time under ongoing deadline pressures for one or more media. A second conclusion is technology is not a neutral agent in the way news organizations and individuals do their work; hardware and software tend to amplify existing ways of doing things, are used to supplement rather than radically change whatever people were already doing, and take a long time to sediment into the working culture. The contemporary drive toward some kind of convergence across two or more media thus tends to offer little in terms of radically different forms of journalism or ways in which to gather, select, or report the news.

The technology once handled by specialists and consultants is becoming part of all media professionals' jobs. Magazines, television programs, and newspapers are publishing on the Internet in an attempt to "cross benefit" by having two media products. Media professionals must also understand some practical theory of new media technology. As an example print and broadcast journalism are evolving, as story length becomes less of an issue due to the incorporation of hyperlinking. Media professionals of today and the future will need to be able to work in and produce multiple media. Those who work only in one medium, such as print, will be too highly specialized. Likewise, advertising and public relations firms that cater solely to Internet business also stand to suffer from being too highly specialized. In either case, there is no "jackpot" in media specialization. Instead, the roles played by media professionals continue to evolve to include new characteristics that operate in a new landscape. However, most media professionals can expect their job duties to rely more and more heavily on experience in and knowledge of practical uses of technology (technical literacy) in producing both traditional and new media.

Now that the playing field is level in the online world of journalism, journalists may spend hours wading through vast amount of information to find the relevant material. Suddenly the skill of filtering information in a crowded domain takes on added importance. As information transfers quickly on the Internet it can be very easy for disinformation to be spread. Breaking news stories are now produced online. If information is incorrect there are not enough checks and balances to stop the flow of this

misinformed news. It is a large competitive space and being first with the story may override publications standards of accuracy.

Overall, journalists tend to embrace new technology as long as they perceive it to enhance their status, prestige, and the way they did their work before. Resistance to a wholehearted embrace of innovative communication technologies as an instrument to foster community-generated content or connectivity tends to be grounded in reluctance by management to lead towards adoption, lack of resources to invest in new technology, lack of training, little or no access to the new technology. The success or failure of journalists to deal with the new role of new technologies in their work must therefore also be set against the history of their professional identity, the changes in the institutional structure of the industry and the fragmentation and even disappearance of their audiences.

• HOW THE WEB BRINGS US TOGETHER

New media technology introduced two major differences in media access. Time and geographic distance are insignificant with satellite and computer networks. The same hardware offers limitless channels of distribution that come without centralized control. These technological changes initiate new culture. McLuhan described this as the "global village" in which electronic communication would break down the barriers and obstacles encountered in traditional media by allowing people to see, experience, and understand more. Similar to McLuhan, Bolter and Grusin explain we define ourselves through our media. In traditional media, the audience understands the content from the producer's point of view. Interactivity allows the user to have controls over how and what content is viewed. Note how even the role of the audience has changed as reflected by the term "user." This operational freedom is significant to our culture because it corresponds, "to various attitudes about the role and value of the individual". While media do not determine cultural or individual identity, technology influences how we see ourselves and how we perceive the world we live in.

With the introduction of new media technology, the Internet is seen as the most dynamic mass media in this century. Its interactive nature has attracted people from all walks of life. Unlike its predecessors, TV and radio, the Internet is also a storehouse of knowledge providing access to huge pile of information. It is the most recent communication tool of the world where a user can transcend borders and have access to the

encyclopedias, newspapers, bulletin boards, video arcades, hypermalls, broadcast stations, the movies, grapevine, travel agency, and mail order—all at one stop. The Internet brings with it new ways of collecting and reporting information heralding a “new journalism” that is open to novices, lacks editorial control, can stem from anywhere (not just the newsroom), involves new writing techniques, functions in a network with fragmented audiences, is delivered at great speed, and is open and deliberative—a democratic model for our times.

With new media, journalism is no longer a sermon but rather interactive: The audience is now part and parcel of the information gathering and dissemination. Inasmuch as journalism is involved, new media complements other media in regard to influencing the shape and space of press freedom. At the same time, the freedom of new media—like other media—is dynamically related to the overall societal context as regards press freedom dispensations. Old and new media realms do have different issues, and there are particular matters for developing countries. But there is also much in common between old and new media, and between developing and developed countries, and all have interdependent interests in a free environment for journalism.

We are witnessing a media metamorphosis like never before. Not only has the digital age made information dissemination faster and more efficient, it has fundamentally altered the direction of this information flow. We must ask tough questions: Have new communications technologies revitalised the public sphere, or become the commercial tool for an increasingly un-public, undemocratic news media? Are changing journalistic practices damaging the nature of news, or are new media allowing journalists to do more journalism and to engage the public more effectively?

With massive changes in the media environment and its technologies, interrogating the future of journalism is one of the most urgent tasks we face in defining the public interest today. The implications are serious, not just for the future of the news, but also for the practice of democracy. In a thorough empirical investigation of journalistic practices in different news contexts, new media and journalism explore how technological, economic, and social changes have reconfigured journalism, and what the consequences of these transformations for a vibrant democracy have in our digital age. The result is a piercing examination of why understanding journalism matters now more than ever. In part II, we will discuss the influence of social media.

The mediascape has been witnessing massive changes in the last 20 years or so. From being dependent on ‘Traditional or Old Media’, we’ve shifted to the use of ‘New Media’. Whereas the traditional forms like print, films, TV, and radio constitute Old Media, New Media primarily includes computer technology, the Internet and smart phones.

From Consumer to “Prosumer”

The older forms of media forced the audiences to be passive consumers of the content provided to them, in the sense that there was only so much that they could do.

The new forms of media allow the audiences to not only consume content, but also produce content. Therefore we’re becoming Prosumers: producers+consumers. Earlier the audiences could only read or watch news. Today they can produce news through blogs, social media or Citizen Journalism portals.

The Use of Multimedia

Print media for example, only uses text and still images. Electronic media uses a number of codes, still and moving images etc., but New Media (online medium) trumps both of these with its use of multimedia. Text, images, hyperlinks, videos..a single page online can make use all of it.

Multiplicity of Delivery Platforms

Unlike old media, new media can be delivered on flexible formats – smartphones, tablets, laptops, PC etc.

Interactivity

New media allows for greater interactivity among both producers & consumers- audiences can give instant feedback to reporters, news channels through their Facebook page, twitter etc; and consumers & consumers- through comment feeds, social media interactions.

Scope and Reach

Newspaper circulation is bound to a certain physical space, and TV content, unless uploaded on the internet, remains within the viewership of their country’s audience. Therefore, older forms of media are limited in their scope and reach.

New media on the other hand, is far wider in it’s reach and scope. Once, anything goes on the net, it becomes accessible for almost anyone with a computer and net connection. However, questions of “digital divide” make

this argument skeptical. A vast majority of the population still doesn't have access to smart phones or the internet.

This increasing interactivity and greater scope of reach has eventually lead to the formation of a "Global Village" – an interconnected community that is not bound by space or borders. This is just taking forward the concept of "Imagined Communities"- a term that was coined by sociologist Benedict Anderson, who felt that people reading the same news in different parts of the country, far away from each other, felt connected, and part of the same community.

• SUMMARY

- This chapter made students aware about new media and its importance. New media are forms of media that are computational and rely on computers for redistribution. Some examples of new media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.
- New media can be customized to the users' preferences and it can selectively link from one form of content to another.
- From connecting with customers to making it easier to compete with larger businesses, the advantages that the internet, electronic communications and social media provide most small businesses are as numerous as its uses.
- The five principles are: Numerical representation, Modularity, Automation, Variability and Transcoding.
- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.
- New media are maturing, and it is increasingly evident that they wield great influence on traditional journalism as we find it in newspapers, radio and TV news programmes. The notion of journalistic professionalization has been mainly analyzed by emphasizing the role of media ownership, the high level of media-political integration, the quality of journalistic culture as well as its historical development.

Multiple Choice Questions

1. Which of the following is NOT true about journalism today?
 - (a) A journalist needs a great deal of money to start a new news organization.
 - (b) Journalists have a wider choice of career paths than in the past.
 - (c) The journalism industry is evolving as people get their news in new ways.
 - (d) Creative ideas for journalistic content and delivery systems are springing up everywhere.
2. Which of the following is NOT true about journalism today?
 - (a) Stories created for one medium are likely to be found in other media.
 - (b) Few people nowadays rely on journalists for information about important events.
 - (c) The techniques for researching and writing stories continue to be important.
 - (d) The tenets of good journalism—critical thinking, clear writing and organized presentation—remain the same.
3. Traditional news media—newspapers, magazines and broadcast news operations—provide what percentage of the factual information on the Internet?
 - (a) 70 percent.
 - (b) 55 percent.
 - (c) 85 percent.
 - (d) 90 percent.
4. The proportion of people who get their news from mobile devices was recently estimated at
 - (a) about one-quarter
 - (b) about three-quarters.
 - (c) about two-thirds
 - (d) about half.
5. In journalism, “convergence” means
 - (a) sharing facilities, newsgathering resources, personnel or content.
 - (b) different news media all cover the same story in the same way.
 - (c) the content of one newspaper is indistinguishable from that of any other newspaper.
 - (d) news organizations are all striving to put the same ideological slant on news stories.

6. Media General's creation of a single center for its newspaper, television and Internet news organizations in Tampa, Fla., is an example of
 - (a) conglomerate journalism.
 - (b) convergence.
 - (c) vertical integration
 - (d) horizontal integration.
7. The most popular Internet sites for Americans seeking news are those operated by
 - (a) bloggers who have a clear political ideology.
 - (b) bloggers who repackage news from traditional news organizations.
 - (c) traditional news organizations, such as newspapers and TV stations.
 - (d) Web sites operated by companies not affiliated with traditional news media.
8. In journalism, a "mojo" is a
 - (a) journalist who has an unusual degree of sex appeal.
 - (b) a source who provides a journalist with a good-luck charm.
 - (c) a source who has the ability to bounce back from adversity.
 - (d) journalist who carries her tools—computers, cameras, recorders—with her at all times.
9. Citizen journalism is the practice of
 - (a) preparing stories that will help citizens vote in elections.
 - (b) publishing only those stories that are of interest to politically active citizens.
 - (c) collaborating with nonprofit organizations to prepare news stories.
 - (d) inviting readers and viewers to participate in the creation of news content.
10. A cardinal sin for a journalist is to
 - (a) misspell a name.
 - (b) disagree with an editor or news director.
 - (c) publish a story that angers local officials.
 - (d) reveal how decisions are made about what is newsworthy.

ANSWERS

1. (a) 2. (b) 3. (c) 4. (d) 5. (a) 6. (b) 7. (c) 8. (d) 9. (d) 10. (a)

Answer in Brief

1. What do you understand by new media?
 2. Describe in brief importance of new media.
 3. Illustrate principles and characteristics of new media.
 4. Describe importance of new media in today's society and communication.
 5. What is difference between new media and old media?
- 