

CHAPTER 21

CHARACTERISTICS OF NEW MEDIA

Meaning:

We live in an age of rapid technological changes. The internet makes sure that we are not left behind in terms of information on any front. In the process of news gathering and writing, the advent of computers along with the phenomenon of the internet has introduced the concept of new media. Unlike the print media, the new media does not rely merely on the written word for communication. Rather, it combines words with a lot of visual elements, including animation, cartoons etc.

NEW MEDIA: AN INTRODUCTION

- New Media is known as, combination of an existing communication technology, with the help of this, anyone can access information in a single click.
- Technology is not only limited to helps us to learn, its helps us to access ample of information which we require.
- Computer cannot replace books. But today, all over the world people are realizing that words alone cannot describe everything.
- Learning can be better when words are combined with visuals, sound and even cartoons.
- Books give us only words and illustrations, television gives us moving images and radio gives us
- sound. But what the internet gives us is a combination of all these.

We call it new media and we are using it extensively to learn new things.

NEW MEDIA AND COMPUTER

Let us understand the common vehicles of new media.

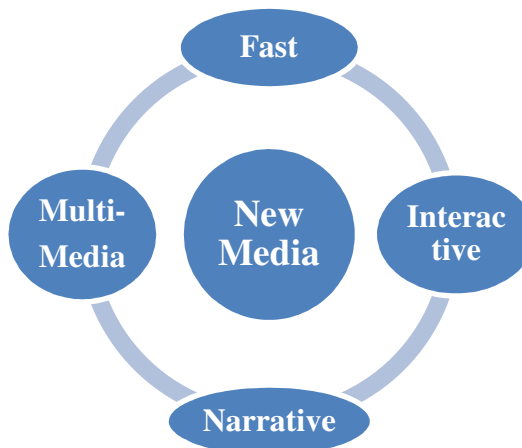
- Len Manovich describes new media as a new cultural form which are native to computers or rely on computers for distribution.
- In new media, the product is called a website. Every website has an address. To see a website you need a computer, now it is also possible in mobile phones.
- Now days, each computer have many browsers. With the help of these browsers, information can be accessed easily.
- Without internet, computer has no use, which it was meant for. Internet allows Computer to connect the world and so it can be considered as a fuel of computer.

NEW MEDIA: THE FORM OF COMMUNICATION

- Whenever we communicate, we share information, ideas and even feelings. At times we may not speak but the way we look at a person conveys a lot to that person.

- Importantly, communication is not complete unless there is a feedback. It means whenever we talk to someone or someone reads what we have written, there must be a response from the other person.
- New media is known for its ability to involve the audience, this is known as interactivity.
- Print, television and radio all means of communication have feedback system. But all of them New Media has the most evolved feedback system in place.
- The other feature of new media is the use of multimedia. As mentioned earlier, whenever stories are supported by cartoons, moving pictures, sound and music, it is called multimedia.

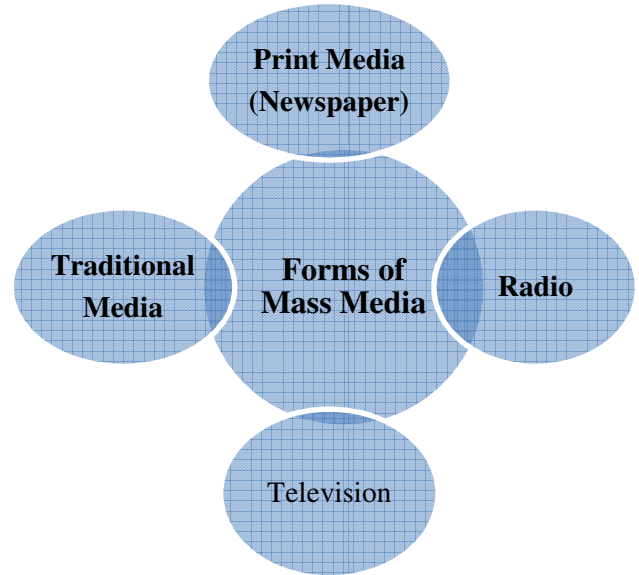
Benefits of new media: These are the following benefits of new media.



NEW MEDIA AND OTHER FORMS OF MASS MEDIA

Apart from new media, there are various forms of Mass media, which consumer consume according to his/her needs and

demands. Forms of mass media are as follows.



INTERACTIVE NATURE OF NEW MEDIA

Beside the creation of the 'interesting factors', the other most striking feature of new media is its 'interactivity'. This means readers can always write for websites and one of the ways to do so is through 'blogs'. Blogs are online diaries. People who can write about their experiences can develop blogs.

Interactivity could not limit up to 'Blogs', it goes beyond. Another most interactive things people are doing on Internet is to generate own web portals, running YouTube channels and also developing social media tools.

New Media has many attractive tools, which could help to bridge the communication

gaps among the specific class and gender through his interactive applications with the help on mobile phone/ computer.

ADVANTAGES OF NEW MEDIA OVER PRINT MEDIA AND TELEVISION

NEW MEDIA	PRINT MEDIA	TELEVISION
(i) Information can be easily accessed by one click.	(i) Newspapers also come with the news websites.	(i) To access the information you have to go through entire programme.
(ii) Time saving	(ii) Time saving	(ii) Time consuming
(iii) You can access the specific information that you want to get.	(iii) Print media online version provides information with a click.	(iii) You cannot access information according to your need.
(iv) Very fast medium	(iv) Time consuming	(iv) Comparatively faster than Print Media.
(v) You can access all the medium of communication in single platform.	(v) Specific to print medium.	(v) Specific to electronic medium.
(vi) People have space to put their thoughts and ideas.	(vi) Readers have very specific space to published thoughts and ideas.	(vi) Viewers have very limited options to broadcast.
(vii) Less expensive	(vii) More expensive	(vii) More expensive in nature.

LIMITATIONS OF NEW MEDIA

Just as all other forms of media have their own limitations; new media also has certain disadvantages.

- Misinformation spreads like Sunlight.
- We can live in ideological bubbles.
- Children can access wrong information more easily.
- Concept of fake news has come after the advent of new media.
- Tedious task to judge between wrong and right.

DO YOU KNOW

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.

EVALUATE YOURSELF

Q1 Explain to a friend everything that you know about the internet.

Q2 Start writing your own diary. Write down your experiences at least once a week. Include things like the book that you have read and some interesting person you have met.