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Types of Technology in a Business... What Is Traditional Advertising... Types of Communication Tools Media Communication Tools The Role of Technology in Business... The Impact of Technology on Employees What Are the Differences Between... Advantage & Disadvantage of the... Types of Business Equipment What Is a Media Budget? Emerging Issues in Business and... Radio Vs. Television Advertising The Disadvantages of Marketing... List of Communication Tools Media Communication Tools The Difference Between Print Media... Objectives of Business Mobile Phones What Kind of Marketing Is Hybrid... What Are the Six Major Modes of... When writing a college essay on new media, make sure you cover the following points. These points can help you add depth and detail to your essay. To write a strong essay, I recommend paraphrasing the following points and turning each point into a full paragraph. Provide clear examples and reference a source for each paragraph. You can use the sources listed below, but remember to use your colleges referencing style when citing your sources. There are both pros and cons of new media. So its important to give a well-rounded analysis that shows you have considered your essay from both old and new media perspective. Heres the difference between old and new media: Old media are media that were owned by large companies and disseminated through one-way communication methods. Examples include newspapers, film and television. New media are media that can be produced and distributed digitally by anyone with an internet connection and generally involve two-way communication. Examples include blogs, social media (like Facebook and Twitter) and online forums. My favorite definition is from Logan (2010, p. 4): The term new media will generally refer to those digital media that are interactive, will incorporate two-way communication, and involve some form of computing. New media like Facebook and Twitter have made communication, socialization, sharing and interacting easier for people with an internet connection. We can now not only be the consumers of information but also information producers. Sharing news, thoughts and opinions to a global audience is no longer something only the rich and powerful can do. Anyone with a Twitter handle now has global reach. 1. Old media have broad reach Old media were designed as a form of mass communication that was to be broadcast to the masses. From the invention of the printing press in 1440 to the 1980s, print media such as newspapers, then radio, and finally television, followed this same broadcast formula. One message was broadcast to an entire population of a nation. People of all ages got their news from a small amount of publications that had extremely broad reach across a population. 2. Urgent information is broadly dispersed.A follow-up benefit of this broad reach of old media was that information of public importance was distributed rapidly. Still today, when a public disaster occurs, most people turn to old media of television and radio to get important information from authorities. This information is often controlled by, distributed by, and policed by the government so everyone gets the same information about how to protect themselves during times of emergency. 3. The people who control old media are trained the quality and authenticity of information. Published information is parsed by editors and producers to ensure it is true. People along the information supply train are trained and experienced journalists, and their editors provide checks and balances to what is distributed to the public produced and disseminated by anybody with an internet connection, leading to misinformation. This is one possible con of the internet. 4. Extreme views do not spread easily.Because of the control that gatekeepers exert over old media, unfettered media bias, extreme and radical opinions are curtailed. Untrue information can be prevented and filtered and offensive information can be filtered out to protect children. Unfortunately with the rise of social media, our world has become increasingly polarized and radicalized (Thompson, 2011). This is largely due to the fact those gatekeepers arent there to provide quality control for information anymore. 5. A sense of community and social cohesion develops.Benedict Anderson (1983) theorized that the emergence of the printing press led to the concept of the nation. He said that when people of a nation all started to read the same information each day, they began to see themselves as a community. Before then, our sense of community was to people in our villages. After that, we saw ourselves as an imagined community who share a common set of values and culture. Related: Imagined Communities Pros and Cons 1. Minority voices can be marginalized.There is extensive literature that shows that people of influence get together on forums and associate with their tribe. Now, subculture groups (goths, LGBTQI youth, punks, etc.) who feel out of place among their friends from school can go online and connect with people who share their experiences. 12. National borders are less of a barrier.In the 20th Century, our ability to communicate with people in our local community. This limited who we could associate with. The rise of dispersed tribes could have the effect of undermining traditional cultural groups (based around national identities, etc.) and instead allow us to link up with our dispersed sub-cultural groups around the world. 13. Minority views and opinions can gain traction.People from minority groups that were traditionally excluded from old mass media platforms have found platforms to share their opinions online. Together, they have been able to form groups large enough to have their voices heard. Silenced voices have risen up from the #metoo movement to the Arab Spring to change the world for the better. 14. We can stay in touch.Prior to social media platforms like Facebook, we often lost touch with people from our distant past. But now, thanks to social media, we can watch people from a distance and share our major achievements, milestones and life changes to stay in touch with people on our distant periphery. 15. News is instantaneous.Thanks to apps, Twitter, etc., news spreads faster than ever. We no longer need to wait until the 6pm news to access our news. As part of this instantaneous access to knowledge, we now have whats known as the 24 hour news cycle. Consumers have an insatiable appetite for news, so news media have to pump out an ongoing stream of ever more sensationalized news articles. 16. News producers get instant feedback.As soon as a piece of news is pumped out, twenty four hours a day back and comments are provided to show feedback. Digital analytics software identifies which headlines get the most clicks and can show how long people spend reading each article. These qualitative and quantitative big data coalesce to help news producers to create content that best serves their consumers. 17. Misinformation spreads like wildfire.Without traditional gatekeepers of knowledge such as editors and publishing houses, there is nobody controlling which information is disseminated. Misinformation has become widespread in the 21st Century thanks to social media (Allcott, Gentzkow & Yu, 2019). This causes fringe conspiracy theories and even doctored images to influence peoples political and social views. 18. We can live in an ideological bubble.New media often allow us to subscribe to our own news networks and favorite information producers. Without the need to have newspapers that appeal, new media target disparaged niche and ideological markets. Conservatives begin to only consume conservative media and liberals only consume liberal media. People begin to only reinforce their personal views, causing social polarization. 19. There is fierce media competition.While in the past there were three or four major news organizations, now there are diverse and numerous sources for news. Small news websites with fresh takes for niche audiences popped up, crowding the market with information. In this crowded media market, there is competition in all niches, and brands need to have a fresh take to get attention. 20. There is a wider customer base for companies large and small.While competition is more fierce than ever, there is also a bigger customer base than ever before. Markets target global audiences and have global reach. A savvy media producer or social media marketer can expand their market globally beyond what traditional media was generally capable of. 21. Children can access inappropriate information more easily.New media gives on-demand access to information. While in the past adult content was accessed day and night. Scholars like Neil Postman (1985) argue that there is a disappearance of childhood as a result of how readily available all this information, the innocence of childhood is being eroded earlier than ever. For your essay you might have to take a position on whether new media has been positive or a negative force in society. In reality, there is no clear answer here: its been both positive and negative, in different ways. But we can clearly see that it has changed society significantly. It plays a huge role in political campaigns and changing how companies communicate with potential consumers. By outlining all the different facets of the advantages and disadvantages of new media, you can show the person grading your paper that your deep and nuanced knowledge of the impact of new media on society. Allcott, H., Gentzkow, M., & Yu, C. (2019). Trends in the diffusion of misinformation on social media.Research & Politics,6(2). Anderson, B. (2006).Imagined communities: Reflections on the origin and spread of nationalism. New York: Verso books. Carr, J. (2012). No laughing matter: the power of cyberspace to subvert conventional media gatekeepers.International journal of communication,6, 21. Herman, E. S., & Chomsky, N. (2010).Manufacturing consent: The political economy of the mass media. New York: Random House. Kellner, D., Dines, G., & Humez, J. M. (2011). Gender, race, and class in media: A critical reader. New York: Sage. Logan, R. K. (2010).Understanding new media: extending Marshall McLuhan. New York: Peter Lang. Postman, N., (1985). The disappearance of childhood.Childhood Education,61(4), pp.286-293. Thompson, R. (2011). Radicalization and the use of social media.Journal of strategic security,4(4), 167-190. As a member of an increasingly globalized, technologically advanced world, you probably use new media every day to stay in touch with your loved ones, discover and engage in your interests, and keep up with the news. You may use it to study for school, and you might work remotely once you graduate.Whether it's our educations, careers, hobbies, or personal lives; life in contemporary society is almost invariably shaped by media, particularly new media. Let's take a look at what we mean by new media and how it came about.New media is a term that encompasses two trends that have occurred over the past few decades: the evolution of existing media delivery systems and the development of new digital communication technologies.Let's now look at both of these aspects of new media and how they emerged in detail.Two key processes have created what we know as "new" media.The evolution of existing media delivery systemsThe past 30 or so years have seen dramatic changes in the way media content is delivered. As recently as the 2000s, when traditional media was the norm, most people received television visuals through aerials, and there were only around five terrestrial television channels available. Now, high-definition, flat-screen digital televisions and access to hundreds of digital satellite and cable TV channels are common. The development of new communication technologies Novel forms of technology have enabled different types of communication to come into daily use. Affordable computers and mobile phones are relatively new technologies that have facilitated new types of communication. Examples include the internet. WebsitesSocial media networks such as Facebook, Instagram, Twitter, Snapchat and TikTokEmailBlogsMusic, film and television streaming services such as Netflix, Hulu, Amazon Prime Video and Disney+Virtual and augmented reality gamesThe advent of digital media has not affected everyone equally. Some sociologists suggest that there is a digital divide - unequal access to digital technology based on factors such as age, class and gender.According to Ofcom, the 1624-year-old age group uses new media more than the 25+ age group, and older adults use it the least. New media is used for contact, work, gaming and shopping, but different age groups use it for different things. Most younger people now use it for gaming, and young adults are more varied in their social media use and likely to have profiles on most sites or apps. Older social media users heavily favour Facebook. The middle and upper classes are more likely to use digital technologies as they can afford them. The poor are excluded because they generally lack the material resources to partake in this 'new media revolution', i.e. according to some sociologists, they are a digital underclass that cannot keep up with the middle-class technological elite.Nai Li and Gill Kirkup (2007) found that men are more likely to use e-mail or chat rooms than women. Men also play more computer games than women and are more reportedly confident about their IT skills. Conversely, women spend more time on the phone and send text messages than men.Six major characteristics of new media separate it from so-called "old", or traditional media. These are:Digital/convergentInteractiveHypertextualGlobally networkedVirtualSimulatedWe'll explore each of these below.The growth of computerised technology in the 1990s led to what is known as digitalisation - the vast majority of information is now converted, stored and transmitted as binary code (a series of 1s and 0s). Sociologists such as Raymond Boyle (2005) observed that digitalisation has also resulted in technological convergence, i.e. merging different forms of information (text, audio and visual) into one single digital but entirely new converged system. Most websites today feature text, pictures/videos and audio, and our mobile phones have a variety of functions.Fig. 1 - Digitalisation means that almost all information is now stored in binary code'Old media' was usually a very much one-way affair, with professionally produced content being broadcast to audiences who, for the most part, could do little else other than passively consume it.New media, however, is a much more interactive form of communication in comparison. People can engage and interact with the media as active audiences, customise it, and produce their own content (Jenkins, 2008). Many websites now rely almost entirely on user-generated content, e.g. YouTube.Hypertext, otherwise known as links, is a common feature of the internet that allows users more ease and freedom over how they browse different sources of information. This contrasts with old media, which is much more inflexible. New media has led to cultural globalisation we can now interact with others globally and form connections virtually rather than locally. These wider networks enable collective intelligence in that they allow people to share and combine resources, data, skills and information for any given purpose.New media presents a very different reality than our everyday, face-to-face reality - a virtual environment constructed with computer graphics and digital video. Users have control over their experience in this world but are also subject to many different types of information, opinions, interactions and products that they would not come across in real life. Simulations surpass the virtual nature of new media and create an immersive, artificial life. This is most obvious in computer games, which provide opportunities for users to experience a 'virtual life' that is simulated through digital technology. Examples include online role-playing games, but also driving, flight and ship-steering simulations. According to James Curran and Jean Seaton (2003), two perspectives dominate the debate about the new media in Britain: the neophiliac perspective and the cultural pessimist perspective. They each have opposing views on new media and its advantages and disadvantages. Let's cover both of these in turn.Neophiliacs or cultural optimists argue that new media is advantageous to society for several reasons. These include:Access to informationThe internet makes it very simple and easy to access a wide range of information on practically every topic, from everyday issues to academic research. People can find information online regardless of their location and often for free, meaning new media is a very valuable resource.New networks and connections The global internet makes it easier for individuals to make connections that wouldn't be possible at the local level or through traditional (old) media. Social media also make it easier than ever for people to stay in contact with their loved ones anywhere in the world, not just through messaging but by video calling, playing games together, etc.Increased consumer choice People now have hundreds of different media outlets and delivery systems to pick from, catering to every need and taste. It has been argued that competition between media institutions results in better quality media output.The e-commerce revolution Much of retail business is now conducted on the internet, and online shopping is increasingly popular. Most major companies now have their own websites, and the internet gives small businesses a platform to operate on that they might not otherwise have. The revitalising of democracy The internet can be a source of political education and information. This can encourage citizens to play an active role in democratic societies and can make politicians more accountable to the public. Some media sociologists suggest that the internet can revive democracy by giving a voice to everyone and by enabling like-minded people to join together and potentially enact social change.Fig. 2 - Neophiliacs believe the internet can contribute to a healthy democracy by providing political informationFollowers of this perspective believe that the revolution in new media technologies has been exaggerated by neophiliacs. There are a number of strands to the cultural pessimist argument.'Newness' and interactivityJames Cornford and Kevin Robins (1999) argue that new media are not actually that new, and that media today has both old and new elements.To use new media devices such as gaming consoles, one still needs old media technologies such as TVs. Cornford and Robins further propose that the interactive aspect of digital media is not particularly new, since people had written to newspapers and called radio and TV stations for many years. What is primarily new about new media is its speed information, news and entertainment can be accessed in real-time.The dominance of corporations and the eliteCultural pessimists criticise the idea that new media increases participation in democracy and cultural life, particularly among ordinary people. They contend that the internet is actually dominated by a small number of powerful media companies, meaning that it is controlled by the elite and powerful. According to Curran (2002), the majority of the 31 most popular news and entertainment websites are associated with the largest media corporations.Kevin Hill and John Hughes (1998) also challenge the idea that the web is more likely to display alternative/minority political content - the majority of political views expressed on the American internet were mainstream.Commercialisation and surveillanceThe commercialisation of the internet has caused considerable privacy concerns. Many companies that sell products and services on the internet now also sell their customers' data by engaging in consumer surveillance. New digital technologies, e.g. in the form of cookies, can track and monitor data generated by users to further target potential audiences, thereby enhancing the company's profits.The declining quality of mediaAnother cultural pessimist argument is that the increased variety of media delivery systems, has led to a decline in the standards of media produced. David Harvey suggests that while digital TV has drastically increased the number of channels, it has also led to a dumbing down of popular culture. The hundreds of channels are filled with generic, cheaply produced material, including repeats and reality TV, which constitutes a candy-floss culture devoid of creativity or uniqueness.According to Andrew Keen (2007), the democratised nature of the internet can harm the quality of content. For instance, Wikipedia, a public-produced encyclopedia, can sometimes be filled with poorly written, uninformed, or false information. The lack of regulationSome sociologists believe that new media, particularly the internet, should be regulated by the state. Since all views, opinions and content can be freely expressed and accessed on the internet, measures should be taken to combat potentially harmful content e.g. homophobic, racist and terrorism-inciting comments and websites.New media is a term that encompasses the evolution of existing media delivery systems as well as the development of new digital communication technologies such as personal computers, mobile phones and the internet. There is evidence of generational, class and gender divisions in how people use new media.The six major characteristics of new media are that it is: digital, interactive, hypertextual, globally networked, virtual and simulated.Two perspectives dominate the debate about the new media in Britain: the neophiliac perspective and the cultural pessimist perspective. The modern media landscape is full of complexities that make it hard to navigate for many people. Both traditional and new media contribute to this difficulty, but both are an integral part of everyday life. Traditional and new media are both major sources of entertainment and news while also being critical avenues of advertising for businesses. The rapid development of technology has also affected how the world consumes information. Traditional media refers to television, radio and print media formats. These mediums have long served as the primary source of news and entertainment throughout the world. New media, by contrast, typically refers to newer online mediums, such as social media blogs and email. New media has changed the ways information is created, shared and consumed. In many cases, where a lot of where misinformation is becoming more pervasive, understanding the strengths and weaknesses of each type of media and how to adequately navigate them is essential. Traditional media typically refers to channels that have been in use for decades. They are well-established and commonly follow a structured, professional editorial process. Traditional media is produced by a team of professionals, and it is then distributed to a local or national audience. According to Deloitte research, older age groups prefer consuming traditional news sources. Seventy-two percent of 45- to 54-year-olds and 77% of 55- to 75-year-olds prefer watching TV news and other TV programs for news. Only 39% of 18- to 24-year-olds said the same. Examples of traditional media include the following: Television. AM and FM radio. Newspapers. Magazines. Direct mail. By the same account, businesses have long relied on traditional media for advertisements. Advertising with traditional media typically requires a large budget and covers areas such as television commercials, billboards, print advertising and newspaper inserts. However, traditional marketing methods have lost some appeal since the emergence of new media. New media enables an organization to better target audiences for less of an upfront cost. This disruption also began showing a shift in consumer trends. New media refers to digital communication channels that began to emerge with the internet. One of the defining characteristics of new media is how it enables users to be active participants. Not only can users consume content, but they can also create and post their own content. They can post comments, share posts; and, in some instances, interact with the content in real time. Examples of new media include the following: Social media. YouTube. Email. Podcasts. Blogs. Netflix. Spotify. Social media has become a huge portion of how people receive their news. Here are some of the top social media sites today. New media is also commonly characterized by accessibility, as many platforms are not just locked to a single medium. For example, the video-sharing platform YouTube is accessible through mediums such as smartphones, desktops, smart TVs and game consoles. New media is also an increasingly effective way for businesses to perform targeted advertising. These can include video, ads, banner ads, email and social media marketing. Traditional and new media have their own associated pros and cons that differentiate them from each other. Some immediate differences between traditional and new media include the following. Reach Traditional media generally reaches a broad local or national audience. Limitations are often confined to regional or national boundaries. New media, by comparison, has a global reach that enables instant global access by anyone with an internet connection. Engagement Traditional media is typically limited to one-way communication channels, where audiences are mostly restricted to passively receiving content without many opportunities for direct interactions. New media is commonly characterized by providing ample opportunities for user engagement. This can include posting comments, sharing content with others and promoting users to create and share their own content. Cost Traditional media can be expensive to produce and distribute. Newspapers and magazines, for example, need to pay for an enormous amount of paper, ink and employees to run the printing press plus costs to maintain antiquated equipment. New media, by comparison, is considerably more affordable. Online platforms typically let creators publish and share their content at a relatively low cost. For example, producing and distributing a video essay or documentary can be considerably less costly on a new media platform such as YouTube than it would be on a traditional media platform such as television. Delivery medium and format Traditional media typically relies on physical and over-the-air broadcasts, which limit the audience to broadcast digitally. Traditional media is typically accessible through mediums such as paper, television and radio. New media relies on digital technology in various multimedia formats. New media is typically accessible through various multimedia formats, which can be delivered to any number of devices such as desktop computers, laptops, smartphones, tablets and wearable technology. Accessibility Access to traditional media is often dependent on an individual's physical access to that media. In some cases, this access might be limited to subscriptions and cable packages. New media is widely accessible to anyone with internet access. Like traditional media, access might sometimes be limited to subscriptions depending on the media and platform. Targeting Traditional media lacks a lot of the in-depth marketing tactics that new media can typically take advantage of. New media takes advantage of the use of available data analytics and algorithms, making it possible to advertise to select target audiences. Economic models Traditional media commonly relies on subscription fees, sales and advertisements. New media commonly relies on a mix of subscription fees, advertisements and sponsorships as well as a mix of direct and indirect monetization options, such as crowdsourcing. Credibility Traditional media typically follows more strict editorial standards, historically increasing its perceived credibility over new media. New media typically has less oversight and guidelines regarding user-generated content, historically decreasing its general credibility. Impact Traditional media typically has a longer societal impact on public opinion partially due to its historical role of shaping public opinion over time. New media commonly has a more immediate and high-impact societal impact compared to traditional media. However, this impact can be short-term due to how fast information and trends change on the internet. Both traditional and new media have been accused of spreading misinformation and "fake news." This is a complicated and multifaceted issue, as there isn't a singular overall source from which the issue is stemming. Likewise, there isn't a singular overall solution to the problem. Traditional media has a long-standing sense of trust due to traditional journalism practices of fact-checking and editorial ethics. However, people increasingly feel that some networks lean too much toward specific viewpoints and agendas, making the reporting more biased. This perception of bias is a big reason some find it harder to trust traditional media news sources. Traditional news sources also commonly face commercial pressures that can lead some organizations to promote attention-grabbing stories to attract and hold the attention of more consumers. Certain stories might be presented in such a way where an issue is exaggerated or a more important but less eye-catching detail is neglected. While this doesn't mean a story is innately false, it can shape how an audience perceives the information and the news source. A good way to visualize this growing perception of bias and accuracy is by using a news source political bias chart. These charts visually organize news outlets based on perceived political leanings and reliability. The goal is to help people identify where traditional news media fall on the "left" to "right" spectrum and how factual or opinionated they are. The level of trust the public has in traditional news sources also depends on party and age. A survey from Pew Research Center found that people who lean right are less likely to trust national news outlets compared to those who lean left. However, younger left-leaning audiences are also less likely to trust national news sources compared to their older counterparts. Another study from Gallup found that 54% of those who lean left and just 12% of those who lean right say they have a great deal or a fair amount of trust in media. Hyperlocal news sources - such as local news stations and small-town newspapers - have maintained more trust in the public over time. A separate report from Pew Research Center found that perceptions of local news don't have the same political divides. The study cites that 85% of adults in the U.S. believe that local news outlets are at least somewhat important to local communities and that 71% of adults believe that local news is reported accurately. New media has its own difficulties. One of the largest but more subtle changes that new media brings is in how news is communicated. Traditional media relies heavily on a broadcast model, where one person speaks to many people. New media - in particular, social media - users receive their information through an algorithmic model. Initially, this form of communication reaches a much smaller audience, as it depends on virality. The more a post is shared and the more interaction it receives, the more people see it. Because of this, more extreme opinions commonly perform better online because they are more likely to receive interactions. A large negative to this model is that more polarizing content is normalized, and it can exaggerate the spread of disinformation and misinformation. A Forbes interview with Dr. Julianna Kirschner, a lecturer at the University of Southern California, said social media platforms are more interested in viewership and engagement, which is why they typically prioritize news content that users already support. This is, in part, what creates an echo chamber for users, further exacerbating political divides. Like how traditional media might exaggerate stories to capture more viewer attention, new media practices include another concept called rage baiting, which is where a news or opinion piece is framed specifically to invoke user outrage and increase interactions. People commonly consume their news from new media platforms such as social media, blogs, podcasts and mainstream news websites. News content could be created by sources such as mainstream news brands, smaller independent news sources, online personalities, ordinary people, politicians and activists. An issue here is that, depending on the source, news on new media formats lacks a centralized editorial oversight. This creates more room for misinformation and unchecked claims. Everyone is biased, intentionally or not. That bias, in one way or another, leaks into news sources. What's most immediately important going into the future is being able to recognize and navigate those biases. Navigating the media and fake news takes a lot of personal legwork and a keen eye. But the process starts with being open to new information and being willing to change a stance based upon newer, more objective information. Some strategies include the following: Media bias charts. Referencing charts such as the Ad Fontes or AllSides media bias charts will help you understand the general political leaning of a source and its accuracy. You can use this to look for more objective news sources to follow or use it as a starting point to better identify potential biases presented by these sources. Aggregation apps. There are some applications out there, such as the Apple News app, that collect and show news from a collection of different news outlets. Other apps, such as Ground News, aggregate similar stories from different outlets to compare biases and gaps in coverage. Fact-checking tools. Fact-checking websites such as FactCheck.org or PolitiFact specialize in checking the validity of different stories and public statements. They also provide evidence-backed ratings to each. Be wary while using social media. Because social media algorithms commonly push for engagement, more polarizing content is typically pushed to the front. You should be wary of who is posting information, identify their biases and cross-check their claims. Cross-check sources. Don't rely on a single news source. When following a story, check how other reliable outlets are reporting on it. This will help you spot potential biases and coverage gaps. It is also important to note that developing stories might contain conflicting information and are not an immediate indication of bias, as developing stories might have quickly changing numbers or facts as the story unfolds. Look for primary sources. Reliable outlets will commonly cite studies, reports and primary documents that help to better inform where information was initially obtained. Assessing where primary information comes from can provide additional context to the story and might also help you identify different biases. Check the source using tools or audio by news outlets might reflect some of their subtle biases. For example, the same event could be called a conflict, war, clash, occupation or crisis by different sources. Each word carries its own connotations that could denote a potential bias. Remain critical. If someone claims something is fake news, no matter who they are, it is important to remain critical. Question where conflicting information comes from and how it was sourced. Be wary of tech advancements. Audio and video can be manipulated to mislead an audience. And the tech behind this is only getting more and more convincing. Through the use of AI, malicious actors can fake convincing audio and video of someone. Even without the use of AI, malicious actors can still make convincing edits. Detecting these practices can be challenging and requires a keen eye. Learn more about how to detect AI-generated content. Challenge yourself. If you find yourself in an echo chamber where you are surrounded by a single community or consuming the same news sources, it is important to challenge yourself by looking at more diverse ideas and listening to other news sources. Alexander S. Gillis is a technical writer for WhatIs. He holds a bachelor's degree in professional writing from Fitchburg State University.Advantages and Disadvantages of Media. Media refers to a means of communication such as broadcasting, publishing, or anything of communication involving the use of the internet or other sources that uses different branches to facilitate global communication for individuals situated across the world.Media is a means of communication system that carries any message to a targeted audience. Media can be of diverse types, such as radio, print media, outdoor media, internet, TV, and other vehicles or instruments used to convey a particular message.The main objective of Media is to select the most suitable content that can affect the mass and amplify it to a larger audience to a choir merit energy with their goal. Media is the largest source that acts as the primary source of information for many individualsStudents can also find moreAdvantages and Disadvantagesarticles on events, sports, technology, and many more..Media planners have to constantly follow the new media trends and technological development that has taken place over the years.To produce a solid and influential message for their audience, they need to determine the short and long-term effects of various media worldwide that suit their objective and analyze their strengths and weak points.Media Advantages and DisadvantagesWhat Is Meant by Media?Media is the plural version of the term medium that describes any course of communication. Media includes everything from printed papers to virtually represented data, encompassing art, education, news, and various other forms of information.Anything that can stretch into the sphere of information, including items like television, phones, and the internet, can be regarded as media.In modern times, media are further drifting towards the digital aspect of this domain.Modern digital media consists of all sorts of communication broadcasted electronically via computer networks and other such fiber optic cables. Some common forms of media, such as the internet media or social media (like Facebook, Instagram, Twitter, WhatsApp, etc.) have totally transformed our world over time.Significant Features of MediaSpace for interactivity: New media constructions frequently promote more interaction as compared to old media. It gives space to the audience to engage with the information received from the media and interact with it.Power of users: Interactivity also grants more power to its audience. Admittedly, in some new media compositions, the audience is reasonably better defined as users over there is a disbalance in the gap between the media producers and consumers. The audience can use streaming services to follow the various television programmers they desire to watch according to their better accessibility: New media can be termed as open media. When people have the means and broadband internet access, they can get instant access to the many media content (much of which is free). It allows media producers to approach the various subscription services and increasing the significant amounts of advertising to attract more viewers.Advantages of MediaEducation: Media educates the mass. With the help of television or radio shows, the mob discovers various facts about health affairs, environmental preservation, and many more topics of relevance.Updated: People receive the latest news in a short time. Distance does not make a barrier in distributing news to people from any place on earth. People get daily news updates from media outlets, which keeps them updated on the current trends and happenings worldwide.Exercise innate potentialities: People get to exercise their hidden talents through media. Media helps to showcase their hidden skills such as comedy, performing, singing, recitation, etc.Gather knowledge: People can increase knowledge about various subjects.Mass production: Media acts as a great tool in promoting mass consumer products, increasing sales of the assets.Entertainment: Serves as a good source of entertainment. People get entertained through music and television, phones, and the internet.Cost reduction: Electronic media promotes electronic duplication of information, reducing the production cost and making mass education achievable.Cultural immersion: Media allows the diffusion of diverse cultures by showcasing different cultural practices. It helps people around the world to be understanding of each other and welcome their differences.Disadvantages of MediaIndividuation: People spend an excessive amount of time on the electronic media watching or binging content. As a result, their relationship with friends and neighbors may be affected.Difficulty to Access: Some media topics are unsuitable for children; limiting access to such content can be challenging for elders in specific scenarios.Fraudulence and Cybercrime: The Internet opens up avenues for imposters, criminals, and hackers, or such predators with the possibility to commit criminal acts without any knowledge of the victims.Addiction: Some television programs and media content can be very addictive to most children and adults, leading to a drop in productivity.Health Concerns: Prolonged television watching or internet binging can lead to vision problems, and exposure to loud noises by using headphones or earphones can lead to hearing defects.Faulty advertisement: Content is fabricated at times. It often makes the use of drugs and alcohol appear cool, which can be harmful to the masses.Personal Injury: Some people decide to try the stunts that have been showcased in the media, which lead to severe injuries.Malware and Fake Profiles: An individual can create an anonymous account and pretend to be someone else. Anyone can use such profiles for malicious reasons, such as spreading lies, which can ruin the reputation of any individual or company.Advantages and Disadvantages of Media in tabular formAdvantages of Medial. Helps in Promoting Democracy and Accountability1. Can Create a Culture of Shallow News and Sound Bites2. Provides a Platform for Citizen Journalism and Alternative Voices2. Can Lead to Sensationalism and Lack of Fact-Checking3. Facilitates Distance Learning and Access to Educational Resources3. Can Encourage Consumerism and Materialism4. Fosters Cultural Exchange and Diversity4. Can be Used to Manipulate Public Opinion and Spread Propaganda5. Boosts Economic Growth and Job Creation in the Media Industry5. Can Lead to Information Overload and Difficulty in Navigating the News Landscape6. Provides Information and Awareness6. Can Spread Misinformation7. Helps in Building Public Opinion7. Can Be Biased or Sensationalized8. Offers Entertainment and Relaxation8. Can Be Addictive and Time-consuming9. Facilitates Communication and Networking9. Can Infringe Privacy and Security10. Serves as a Platform for Free Expression10. Can be Used to Promote Hate Speech and ViolenceComparison Table for Advantages and Disadvantages of MediaAdvantagesDisadvantagesMedia can influence the sphere of education positively by teaching individuals about various topics around the world in very short time.Some media unsuitable for children can be hard to access.Through media, individuals get a platform to exercise their talents and improve themselves.Media use has increased the graph of cyber crimes and fraudulent activities.Media acts as a source of knowledge for people who want to learn about various disciplines.Using electronic media or media in general can be addictive.Media enables mass production of assets to suit public demands.Addiction or repeated use of electronic gadgets or internet can cause health problems.Media is a massive source for entertainment in the world through which people enjoy movies, shows, music, etc.Some advertisements can glamourize the use of items that cause health risksMedia causes cost-reduction of educational assets by enabling mass production.Media can cause personal injury if individuals attempt risky stunts at home.Media allows cultural diffusion among people from different parts of the world.Creating fake profiles and sending threats or bullying or such acts can ruin the mental health and reputation of targeted individuals.FAQs Pros and Cons of MediaQuestion 1. What is the value of media content?Answer: The media content plays a pivotal role in achieving social media and business-related objectives. It allows your customers to gain interest in your work and therefore reach out to you.Question 2. What is the importance of Media in Democracy?Answer: The media has supplied political parties with the necessary tools to grasp large audiences. Media should be viewed as the pathway for democracy, with better-educated citizens who help form a more legitimate government.Question 3. Why is media vital for Globalisation?Answer: The media plays a pivotal role in magnifying globalization, promoting cultural exchange, and multiplying the flows of knowledge between countries through worldwide news broadcasts, video programming, film, new technologies, and music. New media is any mediafrom newspaper articles and blogs to music and podcaststhat are distributed digitally.

real-time engagement between content creators and consumers, creating dynamic online communities. This level of engagement provides valuable insights for businesses and organizations, leading to more personalized offerings and improved customer satisfaction.In essence, new media plays a pivotal role in shaping modern society, facilitating the flow of information, promoting connectivity, and empowering individuals and businesses to thrive in the digital era.What is the scope new media?The scope of new media is vast and continuously evolving as digital technology advances. It encompasses a wide range of platforms and technologies that facilitate communication, information sharing, and entertainment in the digital age. Key components of new media include social media platforms, blogs, vlogs, podcasts, streaming services, online news outlets, digital advertising, virtual and augmented reality, and more.The scope of new media extends across various sectors, including journalism, marketing, entertainment, education, and social interactions. It has revolutionized how news is disseminated, how products and services are marketed, and how people connect and engage with each other globally.With the ever-increasing accessibility of the internet and the rapid development of digital tools, the scope of new media is expected to continue expanding. As technology evolves, new opportunities and challenges will emerge, further shaping the way we communicate, consume content, and interact in the digital landscape.What are the benefits of new media?The benefits of new media include its global reach and accessibility, cost-effectiveness, interactivity and engagement, real-time updates, and data analytics. It empowers businesses and individuals to connect with a vast audience instantly, allowing for targeted marketing and personalized content. The interactive nature of new media fosters two-way communication, building communities around brands and content creators. Moreover, real-time updates enable users to stay informed on the latest news and trends. Data analytics provide valuable insights, allowing organizations to refine strategies and optimize user experiences.What are the advantages of new media to students?New media offers several advantages to students, transforming the way they learn and interact with educational content:1. Access to a wealth of information: With new media, students have access to a vast repository of educational resources, including online textbooks, academic articles, video lectures, and interactive learning platforms, enabling them to explore various topics beyond traditional classroom materials.2. Enhanced learning experiences: Interactive and multimedia-rich content on new media platforms can make learning more engaging and enjoyable for students. Educational videos, simulations, and gamified learning applications can help reinforce concepts and improve comprehension.3. Flexibility and convenience: New media allows students to access educational content anytime and anywhere, accommodating different learning styles and schedules. They can study at their own pace, which is particularly beneficial for self-paced or distance learning programs.4. Collaboration and networking: Online platforms enable students to collaborate with peers from different locations, facilitating knowledge exchange and group projects. Social media and forums provide opportunities to connect with experts and educators for additional guidance.5. Personalized learning paths: New media platforms can use data analytics to track student progress and preferences, enabling personalized learning paths and targeted support, and enhancing the overall learning experience.6. Accessible assistive technologies: New media can incorporate assistive technologies that cater to students with disabilities, making educational content more inclusive and accessible to all learners.Overall, new media empowers students to take charge of their education, fostering a more dynamic and interactive learning environment that adapts to their individual needs and preferences.

What are the advantage and disadvantage of new media. What are the advantage of new media literacy.

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