**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Introduction To Communication & History of Journalism**

**ASSIGNMENT-1**

**Question 1**

**Write about New Media Technology**

**New Media Technology**

**Introduction**

Mass media is considered as the most important tools of opinion formation. Newspapers, Radio and Television are the major components of the mass media. However, the emergence of Internet and related technologies resulted in the advent of a number of new media which are also referred to as Web 2.0 and they encompass a wide variety of web-related communication technologies, such as blogs, wikis, online social networking, virtual worlds and other social media forms.

**Major Types of New Media Technology**

Compared to the traditional or old media, the growth and development of new media technology are fast and diverse. Following are the major types of new media technology.

1. Multimedia CD-ROMS: The CD-ROM which stands for Compact Disc Read Only Memory are independent of networked media technology. They are being used for storing and disseminating a huge amount of information in the form of text, audio and video.
2. Software Applications: There are a vide variety of software applications used for a variety of specialised as well as general applications
3. Websites: The invention of world wide web by Tim Berner’s Lee in 1990’s resulted in a huge leap in new media technology. Today there are a vide variety of websites communicating information world over.
4. Wikis: Wikis are
5. Blogs:
6. E-mail:
7. Interactive Television:
8. Smart Phones
9. **Podcast:**
10. Social Media tools

**Characteristic features of New media**

The new media provide multifaceted facilities and unique characteristic features. The significant attributes of the new media are

1. Interactivity
2. Demassification
3. Asynchronization
4. Speed
5. Immediacy
6. Universality
7. Hypertext
8. Multimedia

Some examples of the old media vs. the new are given below.

|  |  |
| --- | --- |
| Books → | Ebooks, wikis  |
| Journalism → | blogs  |
| Music → | pandora  |
| Newspapers, Magazines → | ezines  |
| Radio → | podcasts  |
| Television → | Full episodes on the web  |
| Telephone → | VOIP  |
| Film → | Amateur videos on the web  |
| Photography → | Flickr, Picasa  |
| Art → | Museums on the web  |

**Conclusion**

Print media in the year 1450 in Europe was new, from then the journey started and every discovery or invention at that present time was new. What is new today will be old tomorrow. Today is the age of convergence and digitization of all other forms of media into one most powerful of all other forms. This form of communication will bring development in each and every sphere today and may be in the future to come.

**References**

1. Linda Weiser Friedman & Hershey H. Friedman THE NEW MEDIA TECHNOLOGIES: OVERVIEW AND RESEARCH FRAMEWORK.
2. **Archan Mitra . NEW MEDIA AND CONVERGENCE: A DEVELOPMENT COMMUNICATION PERSPECTIVE**

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