

ROLE OF NEW MEDIA IN VARIOUS SPHERES

PK Pandia *

INTRODUCTION

New media is commonly referred to content available on-demand through the Internet. It is accessible on any digital device. It usually contains interactive user feedback and creative participation. Popular examples of new media are websites such as online newspapers, wikis, video games, blogs, and social media. A salient characteristic of new media is dialogue oriented. New Media makes content available through connection and conversation. It makes it possible for people around the world to share, comment on, and discuss a wide variety of topics. New Media is focused on an interactive community unlike any of the technologies that were in vogue earlier.

In the new media" most technologies are digital. They often have characteristics of being manipulated, networkable, dense, compressible, and interactive. Some popular instances in this regard may be the Internet, websites, computer multimedia, video games, virtual reality, augmented reality, CD-ROMS, and DVDs. New media is unlike from "old media", such as television, radio, and print media. But scholars in communication and media studies do not appreciate rigid distinctions based on oldness and novelty. For the benefit of non-community readers Wikipedia, an online encyclopedia, is an instance which combines Internet accessible digital text, images and video with creative participation of contributors, interactive feedback of users web-links, and formation of a participant community of editors and donors. Facebook is a very popular example of the social media model.

Majority of users are also participants through this. Wikitude is also such an instance for augmented reality. It includes image recognition, 3D modeling and location-based approach to augmented reality and it shows information about the users' surroundings in a mobile camera vie. The novelty of New Media is being ceaselessly challenged on every occasion possible.

ANTECEDENTS

Co-relationship between computing and radical art started to grow stronger in the 1950s. It was in the 1980s that some people started to give the computability of a personal computer to the individual. In the late 1980s and early 1990s, however, there was a different kind of parallel relationship between social changes and computer design.

Some thinkers such as Marshall McLuhan were accountable for the development of media theory during this period. He popularly said that the medium is the message. This highlighted the impact of media and technology rather than their content on humans.

Earlier media was heavily reliant upon print and analog broadcast models and later on television and radio till the 1980s. The last three decades have witnessed the rapid transformation in media. This was possible due to digital technologies, namely the Internet, video games etc. However, such examples are quite few and far between new media.

* Head, Dept of English and Asst Professor, B.T.T.College, IASE (D) University, Sardarshahr (Churu).

E-mail Id: pkpandia2015@gmail.com

The use of digital computers has transformed the old media. Even traditional form of media such as the printing press has undergone a rapid transformation through the application of technologies. Some soft ware like Adobe Photoshop and desktop publishing tools are very powerful to bring about the change.

The emergence of new, digital technologies indicates a potentially radical shift. It makes it obvious of who is in control of information, experience and resources .The new media have technical capabilities to pull in one direction, while economic and social forces pull back in the opposite direction. Today the new generation is witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications. This will diminish the distinction between interpersonal and mass communication and between public and private communication.

The new media is playing a major role in certain spheres and prominent among them are the following:

YOUTH ACTIVITY

The availability of cellular phones, internet, PC etc has removed social isolation, and the potential of ruining relationships. The iPhone also activates the insular cortex of the brain, which is related with feelings of love. Some people give vent to similar feelings to their phones like their kiths and kin.

INDUSTRY

The new media industry makes an open association with many market related things. This is in areas such as software/video game design, television, radio, mobile and particularly movies, advertising and marketing. The television industry has used new media as an instrument to source the ideas, concepts, and intellectual properties of the general public. The Internet is used to expand their resources for new programming and

content. The advertising industry has also derived benefit from new media by running high -fi interactive advertising subsidiaries. Interactive websites and kiosks have become popularity. Public relations firms also stand benefitted with the opportunities in new media through interactive PR practices.

Many new career opportunities are available due to the rise of the Internet. The Internet has given impetus to creative work. Earlier it was viewed as laid-back and diverse amongst sex, race, and sexual orientation. The ideology of new media careers focuses on an egalitarian and stress-free environment. But this assumption is far from the truth. At best it is a game of networking and thriving at what you can do.

GLOBALIZATION

The new media has narrowed down the gap of communication between people all over the world. It has enabled people to communicate themselves through means such as videos, pictures, blogs, websites, and other user-generated media. Consequent upon the evolution of new media technologies, globalization is taking shape. Globalization is normally more than expansion of activities that transcend the boundaries of particular nation states. Globalization narrows down the distance between people all over the world through the electronic communication. Some people assert that now distance does not matter due to new media. New media radically destroy the connection between physical place and social place. This amounts to the fact that physical location is not significant for our social relationships.

However, in the wake of the rise of the new media, a series of tensions is arising in the public sphere. Public sphere is such a process through which public communication becomes restructured from national political and cultural institutions. This trend of the globalized public

sphere is a geographical expansion from a nation to worldwide. However, it also changes the relationship between the public, the media and state.

New Media has also got to do with less radical social movements such as blogs, the Free Hugs Campaign using websites, and online videos to show the effectiveness of the movement itself. The use of high volume blogs has made a vast range of views and practices possible to catch more public attention. For example, new trends in fashion and the emergence of subcultures such as Text Speak, Cyberpunk, and various others are becoming a reality due to them.

TERRORISM AND SOCIAL MEDIA

New Media has also aroused the interest to the global espionage community. It is easily accessible electronically in database format. So it can be quickly retrieved and reverse engineered by national governments. The espionage community takes particular interest in Facebook and Twitter. These are two sites where individuals freely reveal their personal information. This can then be sifted through very easily. This can be stored for the automatic creation of dossiers on both people of interest and the average citizens.

For both institutions and nations to promote their interest and values new media also can prove to be an important tool. However, the contents of such promotion have to be different. Some communities hold it an approach of peaceful evolution that may erode their own nation's system of values and eventually compromise national security.

ACCESSIBILITY

New media has evolved from the rapid dissemination of Internet access points, the digitalization of media, and media convergence. New media is regarded as communication technologies that allow or facilitate user-to-user

interactivity and interactivity between user and information. The word Interactivity is a popular term for a number of new media.

Interactivity can be viewed as a significant concept in understanding new media, but different media forms possess, or allow different degrees of interactivity. Some forms of digitized and converged media are not in fact interactive at all. New Media is constantly changing because it is being constantly modified and redefined by the interaction among the users, emerging technologies, cultural changes, etc.

New forms of New Media such as Web 2.0 tools Facebook and YouTube, along with video games and the consoles are emerging. They are promoting video games and video game consoles branch out into New Media as well.

POLITICAL AWARENESS

Some of the researchers have established the fact that there is a connection between the amount and degree of voter engagement and turnout. However, new media may not have got permanent effects on either of those. This fact has come to light that attention to new media increases offline and online political participation particularly for young people. The prevalence of online media boosts participation and engagement. Online sources facilitate political involvement, communication, and mobilization, particularly campaign websites, social media, and blogs, and they are the most important for offline political participation among young people.

CONCLUSION

New media has affected almost every person and like anything else in this world it is also not free from merits and demerits. This has made life easy and comfortable as well as hell. It has brought people closer but breached upon the privacy of people. It can surely promote peace but the terrorists can misuse new media to spread terrorism and insecurity. Industry has grown

many times since what it was a few years ago. In short, the new media has left tremendous impact on one and all and in every walk of life.

REFERENCES

- [1]. Andrade, Kara, Online media can foster community, Online News Association Convention, October 29, 2005.
- [2]. Mark Tribe and Reena Jana, *New Media Art*, Taschen, 2006. ISBN 3-8228-3041-0.
- [3]. Robert C. Morgan, *Commentaries on the New Media Arts* Pasadena, CA: Umbrella Associates, 1992
- [4]. Foreword. Lev Manovich. *The Language of New Media*, Cambridge: MIT Press/ Leonardo Books, 2001. ISBN 0-262-63255-1.
- [5]. Kennedy, Randy. "Giving New Life to Protests of Yore", *The New York Times*, July 28, 2007.
- [6]. Immersive Ideals/ Critical Distances : A Study of the Affinity Between Artistic Ideologies Based in Virtual Reality and Previous Immersive Idioms by Joseph Nechvatal 1999 Planetary Collegium
- [7]. Why New Media Isn't: A Personal Journey by David Shedden (2007)
- [8]. Dimmick, J., Chen, Y., & Li, Z. (2004). Competition between the internet and traditional news media: The gratification-opportunities niche dimension. *Journal of Media Economics*
- [9]. Thompson, John B. (1995). *The Media and Modernity*. Cambridge: Polity Press, pg. 150
- [10]. Violaine Hacker, "Building Media's industry while promoting community of values in the globalisation", *PolitickéVedy, Journal of International Affairs, Policy and Security*, 2/2011, <http://www.fpvmv.umb.sk/politickevedy>
- [11]. Durham, M & Kellner, Douglas (2001) *Media and Cultural Studies Keyworks*, Malden, Ma and Oxford, UK, Blackwell Publishing
- [12]. Rafaeli, Sheizaf & Ariel, Yaron (2007), "Assessing Interactivity in Computer-Mediated Research". In: A.N Joinson, K.Y.A McKenna., T. Postmes & U-D. Reips (Eds). *The Oxford Handbook of Internet Psychology*. Oxford University Press
- [13]. 9. Flew, Terry (2002), *New Media: An Introduction*, Oxford University Press, UK, pg. 13.
- [14]. Croteau, David & Hoynes, William (2003) *Media Society: Industries, Images and Audiences* (third edition), Pine Forge Press, Thousand Oaks, pg. 303.
- [15]. Crosbie, V. (2002). What is New Media? Retrieved from <http://www.sociology.org.uk/as4mm3a.doc>.
- [16]. Rafaeli, Sheizaf (1988). "Interactivity: From new media to communication". Beverly Hills, CA. Pg. 110.
- [17]. Feldman, Tony (1997) *An Introduction to Digital Media*, Routledge, London
- [18]. Rideout V, Foehr U, Roberts D. *Generation M2: Media in the lives of 8- to 18- year olds*. January 2010, <http://www.kff.org/entmedia/upload/8010.pdf>.
- [19]. Lenhart, Amanda; Kristen Purcell; Aaron Smith; Kathryn Zickuhr (February 3, 2010). "Social Media and Young Adults". *Pew Internet & American Life Project*. Pew Research Center. Retrieved 18 May 2013.
- [20]. Livingstone, Sonia; Ólafsson, Kjartan; Staksrud, Elisabeth (2013). "Risky Social Networking Practices Among "Underage" Users: Lessons for Evidence-Based Policy". *Journal of Computer-Mediated Communication*. 18 (3): 303. doi: 10.1111/jcc4.12012.
- [21]. Lindstrom, Martin. "You Love Your iPhone. Literally". *New York Times*. Retrieved 2012-10-18.
- [22]. Towner, T. L. (2013). All Political Participation is Socially Networked? *New*

- Media and the 2012 Election. *Social Science Computer Review*, 00(0), 1-15
- [23]. Halpern, D., & Gibbs, J. (2013). Social media as a catalyst for online deliberation? Exploring the affordances of Facebook and YouTube for political expression. *Computers in Human Behavior*, 1159-1168
- [24]. Poynter Institute: New Media Timeline (1969-2010) created by David B. Shedden, Library Director at Poynter Institute
- [25]. Wardrip-Fruin, Noah and Nick Montfort, ed. (2003). *The New Media Reader*. The MIT Press. ISBN 0-262-23227-8.
- [26]. Leah A. Lievrouw, Sonia Livingstone (ed.), *The Handbook of New Media*, SAGE, 2002
- [27]. Logan, Robert K. (2010) *Understanding New Media: Extending Marshall McLuhan*, New York: Peter Lang Publishing.
- [28]. Croteau and Hoynes (2003) *Media Society: Industries, Images and Audiences* (third edition) Pine Forge Press: Thousand Oakes.
- [29]. Timothy Murray, Derrick de Kerckhove, Oliver Grau, Kristine Stiles, Jean-Baptiste Barrière, Dominique Moulon, Jean-Pierre Balpe, Maurice Benayoun *Open Art*, Nouvelles éditions Scala, 2011, French version, ISBN 978-2-35988-046-5
- [30]. Flew and Humphreys (2005) "Games: Technology, Industry, Culture" in Terry Flew, *New Media: an Introduction* (second edition), Oxford University Press: South Melbourne.
- [31]. Holmes (2005) "Telecommunity" in *Communication Theory: Media, Technology and Society*, Cambridge: Polity.
- [32]. Scharl, A. and Tochtermann, K., Eds. (2007). *The Geospatial Web – How Geobrowsers, Social Software and the Web 2.0 are Shaping the Network Society*. London: Springer.
- [33]. Turkle, Sherry (1996) "Who am We?" *Wired magazine*, 4.01, published January 1996, [2].