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Group 2

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**The World of Mass Media and Communication without the World Wide Web**

       In today's era, the World Wide Web (WWW) or web became a big factor on the growth of mass media and communication. The accessibility of resources such as news and other forms of communications can be accessed widely via the web. Before we dive in further, let us first define the web. The web is an application that uses the internet to connect web resources that are stored in servers around the globe. It uses hyperlinks and Hypertext Transfer Protocol (HTTP) to connect and access one resource to another. Think of the resources as buildings scattered around the globe. To go from one building to another, you need a vehicle. The vehicle in this scenario is the HTTP. It allows the resources to be sent from the origin to the destination and vice versa. But in order for the vehicle to find its way, it needs a path. The said path is the Internet. The resources can be connected to other resources, thus the connection in the form of a web is formed. We often interchangeably refer to the terms web and internet. It is important to differentiate the two. Remember that the web is just one of the services provided by the Internet. Now, how does the web plays a part in mass media and communication?

       In the world we live, we never expect things to be the same over a period of time. Nothing passes constantly like the previous way of how human communicate with one another. Our lives are intended to adapt in today's occurrence - modernization. Hence, information is accessible anywhere and anytime. With the presence of the web, people are link towards important news and information. Mass media is a collection of different media technologies that aims to reach out a large number of audiences via mass communication. Newspapers, magazines, radio, television, photography, advertisement and the Internet are the most common platforms of mass media. The most widely used application that uses the internet is the World Wide Web. In a span of seconds, information can be disseminated around the globe. By surfing the web, you can access any websites that provides news and information that is advantageous in human's daily lives.

       Imagine the world of mass media and communication without the web? Communication is either oral or written. On the early years of 20th century, people engraved information to be part of their survival. But never that information becomes easily accessible to them since there are no televisions, radios, or even the smartphones that people have today. Newspapers and magazines are dominant before. People tend to buy newspapers and magazines to be updated on their desired information. During the World War II, radios became vital for the citizens to acquire fast information about the war that is happening around the world.  After ten years a new invention was showcased to the public, the television.  So far, television is better compared to newspapers, magazines, and even radios, because for the first time people can see moving pictures and hear sounds. These are groundbreaking inventions that pave the way for

communication and mass media. But even so, these methods of communication have limits to what it can offer. For example, the newspaper requires at least a day or two to publish the current news to the media. The television and the radio might be delayed for an hour or a day to provide the current news. On the other hand, after years have passed, a new media was born, the web. With the web, information could reach the other end of the world given that they have an access to the internet. With a device they have like cell phones, laptops, and computers, people is given an access to a wide range of resources that they need in their lives. The web could provide millions of information in milliseconds from different resources. With the help of social media; current events, news, and other resources could circulate instantaneously. Also without the web, the circulation of information is limited in a certain person and location. A newspaper being published locally would require a lot of effort and money to be published in another location or abroad.

Moreover, mass media without the web is very limited. In a case of newspaper, the reader can only read certain features that the newspaper provides and watch or listen to a certain media from the television; but with the web, one topic could lead to another related topic through the use of hyperlinks and search engines. A wide variety of choices are made available because of the interconnection of resources in the web. The web supports past retrieval of information. Users, specifically information seekers can easily locate a specific resource they need without the difficulty of searching from tons of papers or tapes. This contributes to the human's efficiency and functioning. Also in the early days, it is very hard to express one's ideas and thoughts due to lack of efficient medium, people tend to write it down to a notebook often called diary. Today, social media became a big platform of expression. A social media user's post or tweet could be read by many users and therefore influence a lot of people regardless of race and ethnicity. Truly, the web is considered to be a fast communication medium for information dissemination. Before, they would rely on telephones, telegraphs, mails, and the internet itself to communicate with one another. Although these methods works fine and provide effective way of communication it still lack in terms of efficiency. For example, a message sent through a mail takes days or months before it reaches its destination. In contrast with telegraph, it is way faster but requires to be translated from Morse code. The invention of telephone and the internet paved the way for easier communication and transfer of information, still it has a limit because it only travels one way from the sender to the receiver and vice versa. With the web, interconnection is made possible. Information and communication can be accessed by a lot of people simultaneously.

The web played a huge part in the advancement and achievement of mass media and communication. As communication is a day – to – day basis of life, no one is expected to be an outcast. Mass media and communication through the web gives a lot of opportunities, enhancement and development towards human's way of living. It rooted a big impact on how

humans live a life then and now. Imagine how things will be possible without the internet and the web working hand in hand to provide what seems to be impossible. Availability and reciprocity of information will stay as how people used to it. And never that communication is improved. We live in unpredictable world where change is to be embraced and not to be neglected. Thus, the rise of web is a big contributor both on the efficiency of human and mass communication.

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