**ANDREW H. ROHN**

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**COMM 202 (2185)**

**After studying the assigned reading 21st Century Communication: A Reference Handbook: Chapter 54: Traditional and New Media, and then reading "The Impact of New Media on Inter cultural Communication in Global Context" complete the following assignment by synthesizing the readings. Considering the statement “technologies are simply tools” write a short essay that incorporates answers to the following prompts:**

**A) Explain how that statement relates to the key words describing new media: "manipulate, converge, and instant."**

**Manipulate**

Since new media reaches out to more people than traditional media, people with an agenda have a greater audience to disseminate their ideas onto. Also, the anonymous nature of new media allows people to spread falsehoods without fear of reprisal. In this way, new media is a useful tool by those that would like to manipulate public opinion.

**Converge**

The widespread adoption of new media has allowed multiple cultures to converge with one another. Cultures that were once separated by geographic barriers can now utilize the internet to communicate with each other, thus eliminating the geographical barrier. Also, English has become the “lingua franca” of the modern world (O’ Brien 2012). The widespread adoption of English as a second language has allowed people from different countries to communicate in a common language. People from diverse cultures are now in better contact with one another.

**Instant**

The sharing of information across new media is virtually instantaneous. Video can be shot live and shared with anyone across the world. This instant exchange of information is a tool that can be used by people who want to get their message out before anyone else, even before all the facts are in. In this way, a person can sway someone’s perception of an event as its occurring before anyone else can contradict that information.

**B) How does the concept of intercultural impact of new media increase the complexity of the statement? You should especially consider the new experiences, for human beings that the convergences of new media and globalization bring about.**

**Manipulate**

Since news can be shared freely online amongst users from all over the world and from different cultures, it is harder for nations to hide the truth from their citizens. The accessibility of news sources from outside nations makes it harder for oppressive governments to keep their citizens in the dark. For instance, Iran is an oppressive regime that use police violence to crack down on protestors, and yet video captured on the phones of Iranians can be uploaded and shared with news media across the world.

**Converge**

The close contact of cultures across new media is causing a great convergence. Ideas that are highly valued in some cultures, such as freedom of speech, are becoming more important to cultures where it has traditionally not been. Recently there was a referendum on abortion rights in Ireland. Ireland being a catholic country has traditionally been fiercely opposed to legalized abortion. However, the use of social media has brought in a lot of outside support for the referendum and a result, abortion has been legalized in Ireland (Freytas-Tamura 2018).

**Instant**

Developing events in other parts of the world can now be broadcasted as they occur. This allows people to feel closer to those from other parts of the world. We, the human species, now feel more as a single group than ever before.

**Bibliography**

Freytas-Tamura, K. (2018). Ireland Votes to End Abortion Ban, in Rebuke to Catholic Conservatism. *The New York Time*. Retrieved June 17, 2018, from https://www.nytimes.com/2018/05/26/world/europe/ireland-abortion-yes.html.

O'Brien, J. (2012). Learn English online: How the internet is changing language. *BBC News Magazine*. Retrieved June 17, 2018, from https://www.bbc.com/news/magazine-20332763.