

# New Media: The Digital Revolution

An R093 Revision Guide to Understanding, Analysing, and Applying New Media



# The Old World vs. The New: Media's Great Divide

## Traditional Media: The One-Way Street



- Broadcast
- Passive Audience
- Fixed Schedule

## New Media: The Conversation



- Interactive
- Active Users
- On-Demand

# What Exactly is New Media?

New media refers to digital forms of media that rely on computers, mobile devices and the internet. It is interactive, on-demand and highly targeted.

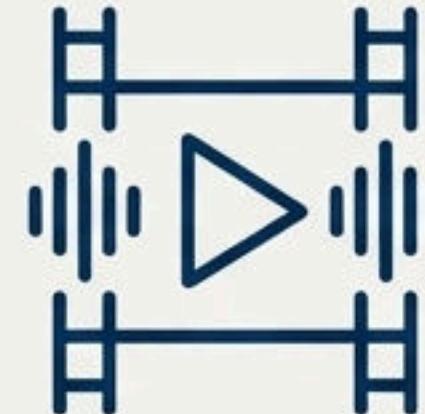
## Core Examples Include:



Websites



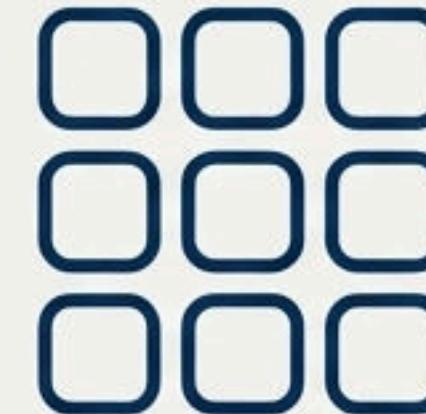
Social Media  
Platforms



Streaming  
Services



Podcasts



Apps & Online  
Games

# The 5 Defining Features of New Media



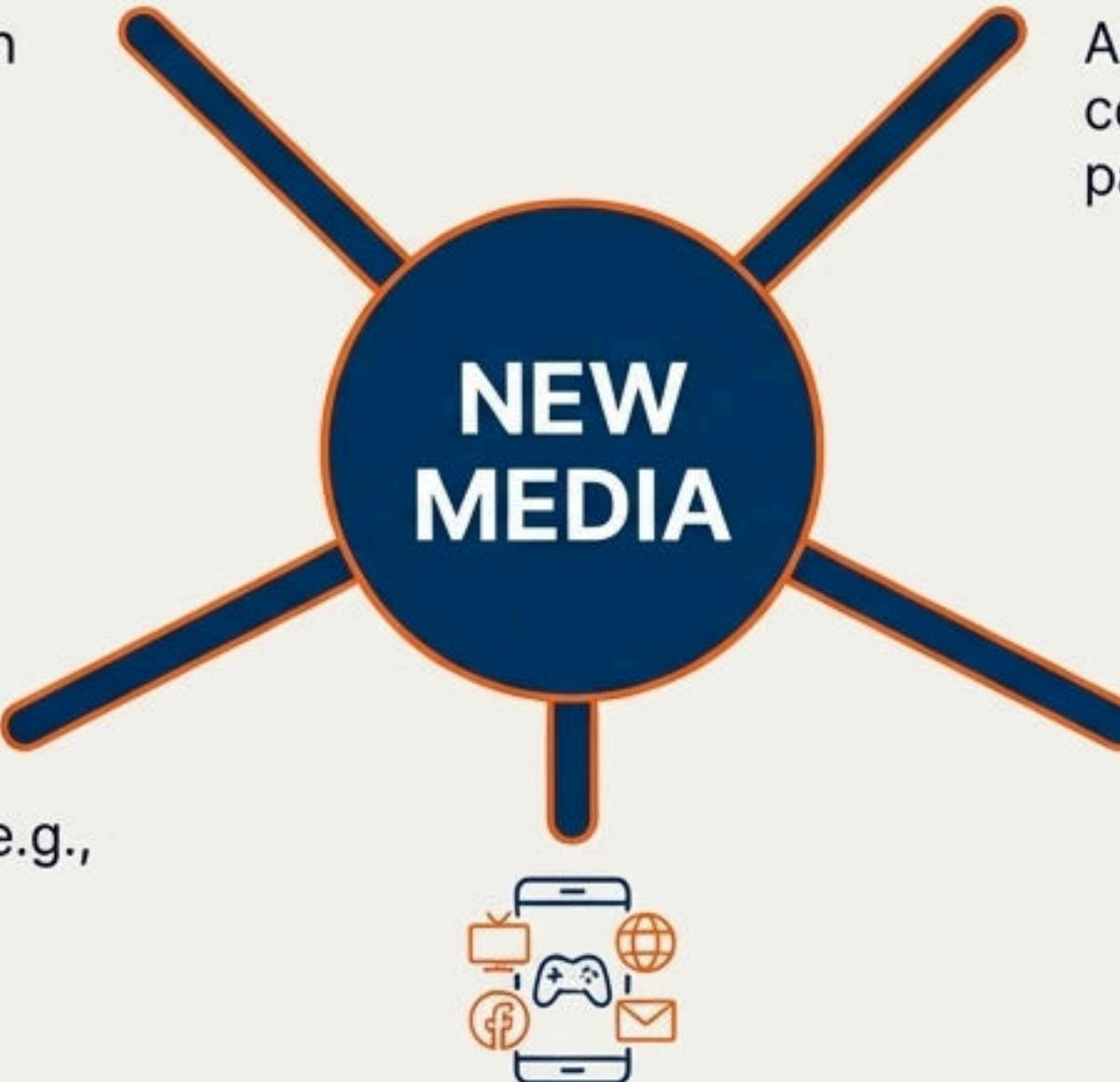
## Digital Delivery

Content accessed through the internet and digital devices.



## On-Demand

Users choose when and where to access content (e.g., catch-up TV, streaming).



## Convergence

One device can access TV, games, web, social, and messaging.

## Interactivity

Audiences can like, share, comment, vote, and participate.



## Exam Link

Remember to compare new media with traditional media in terms of *reach* and *interactivity*.

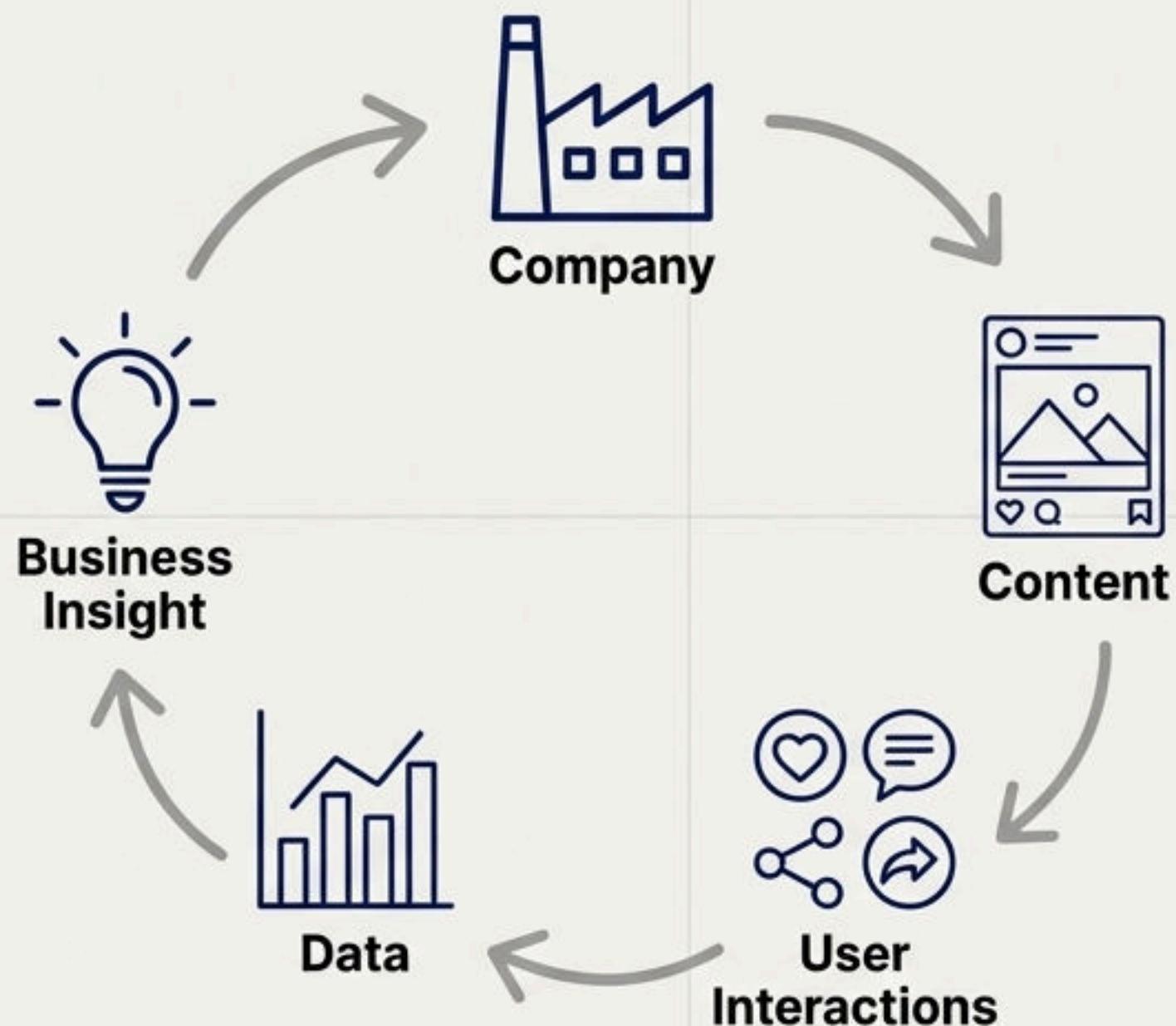
## Personalisation

Content and adverts can be targeted to individuals.



# From Passive Audience to Active Community

New Media transforms viewers into participants. Users actively shape their experience by liking, sharing, commenting, and even creating their own content. This two-way communication is the key difference from traditional media.



## Exam Tip

Always state how new media allows for *two-way communication* and crucial *data collection*.

# The Campaign Toolkit: New Media in Action



## Websites & Microsites

Central hubs for detailed product information, articles, and clear calls-to-action (e.g., "Buy Now", "Sign Up").



## Social Media

Building communities through posts, stories, and shorts. Leverages influencer partnerships for authentic reach.



## Video Platforms

Engaging audiences with pre-roll adverts, sponsored content from creators, and dedicated branded channels.

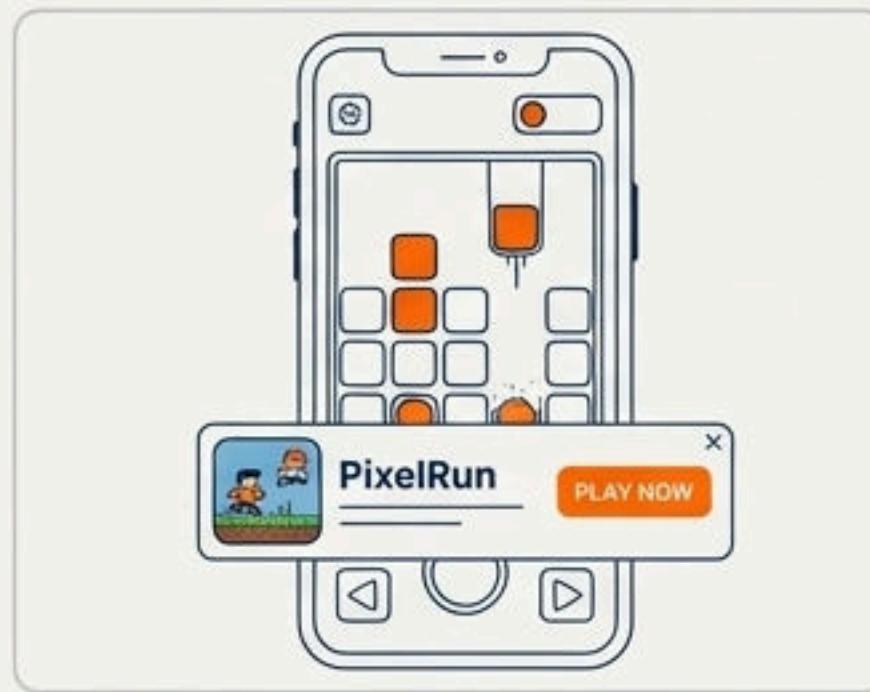
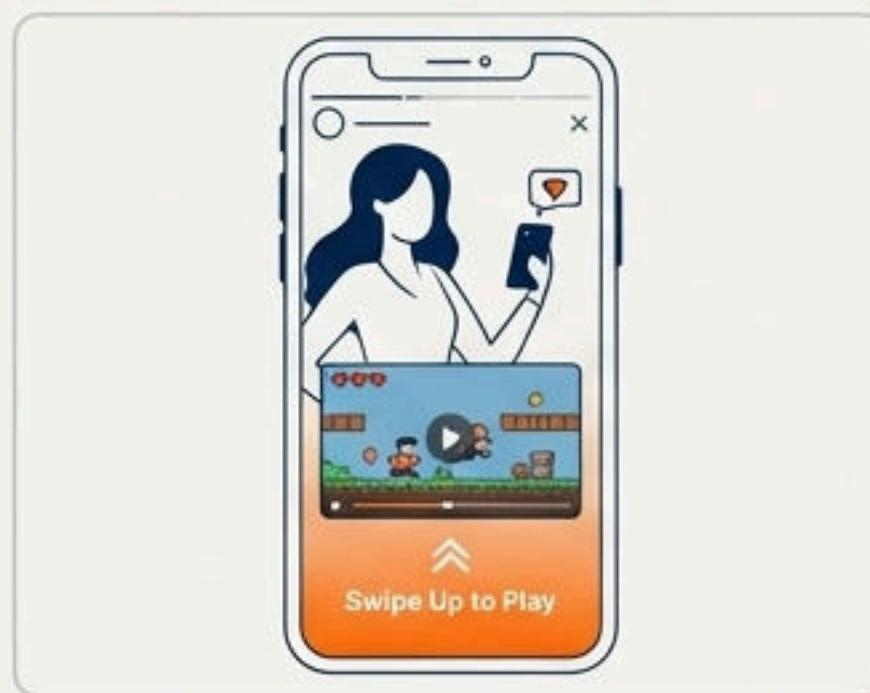
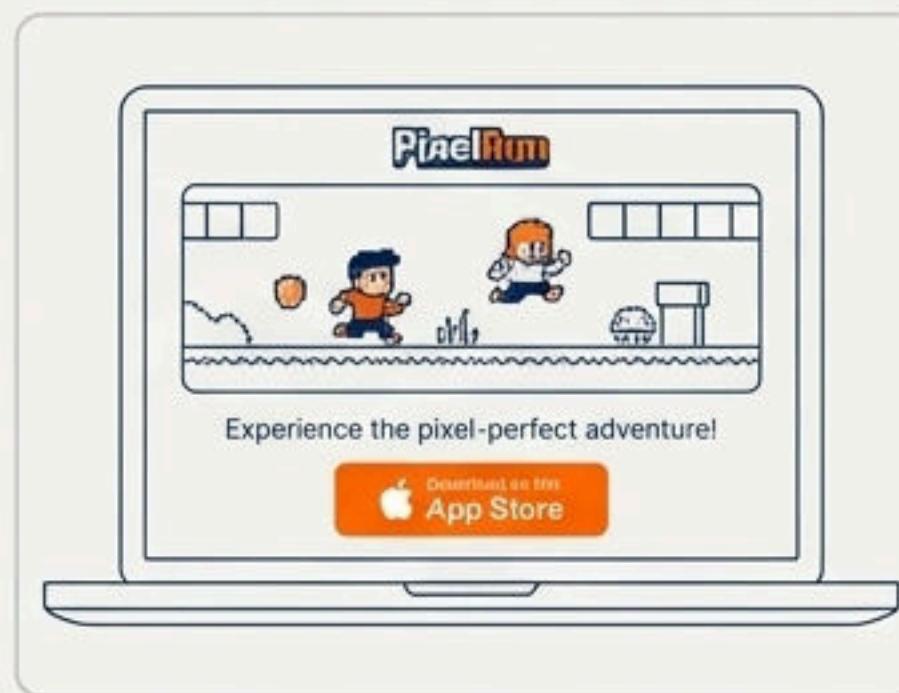


## Apps & Games

Creating immersive experiences via branded apps, 'advergames', and targeted in-game advertising banners.

# One Message, Many Channels

How a cross-platform campaign for the mobile game "PixelRun" would work



# The Strategic Advantage: Why Creators Choose New Media



## Precision Targeting

User data and analytics allow campaigns to reach specific demographics, interests, and behaviours, reducing wasted ad spend and increasing impact.



## Global Reach

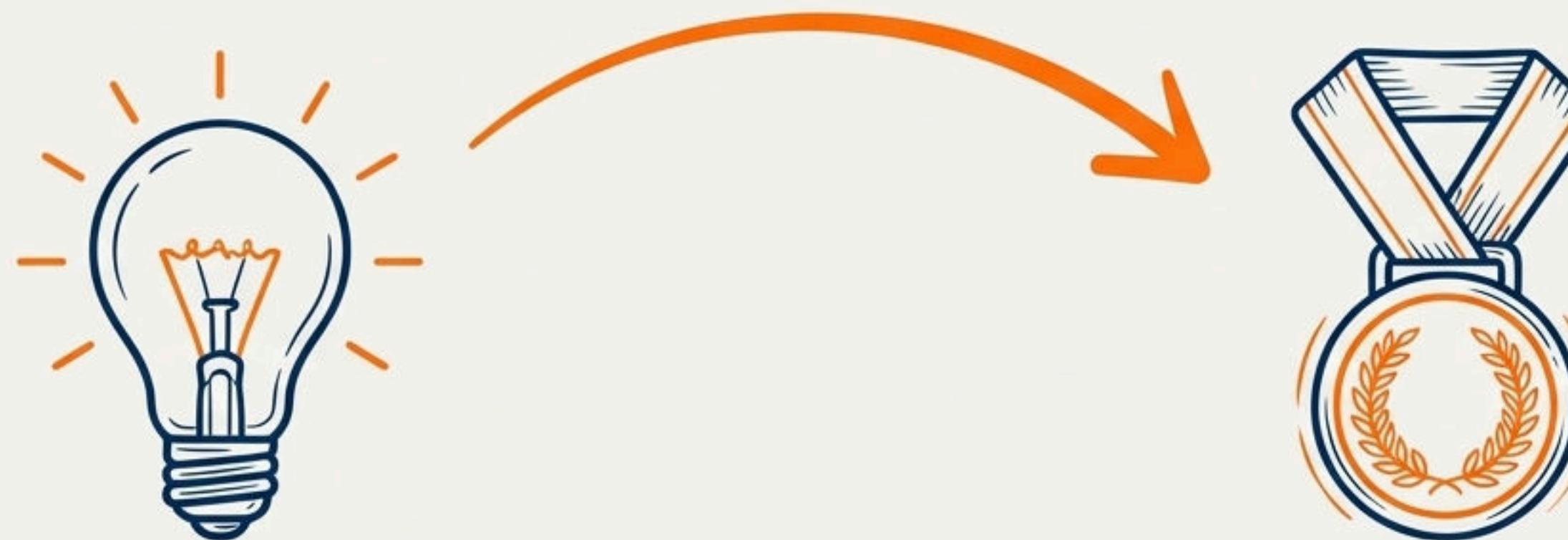
Digital distribution is significantly cheaper than traditional methods, enabling content and campaigns to reach a worldwide audience almost instantly.



## Measurable Analytics

Every click, view, share, and comment can be tracked. This provides clear data on what works, allowing for campaigns to be refined in real-time for better results.

# From Knowledge to Marks



Understanding the features of New Media is the first step. The second is applying that knowledge precisely to answer exam questions. This section shows you how.

# Nailing the Short-Answer Questions (1-3 Marks)



## **Q1 (1 Mark): State one example of new media.**

**Technique:** Be specific. Avoid vague answers like “the internet.”

**Model Snippet:** “A video streaming service” or “A social media platform.”



## **Q2 (2 Marks): Explain one way that audiences can interact with new media.**

**Technique:** Point + Impact. Describe the interaction, then explain its effect.

**Model Structure:** ‘One way audiences can interact is by **commenting**. This means that they can **build communities** around content.’



## **Q3 (3 Marks): Describe one advantage of using social media instead of posters...**

**Technique:** Make a clear point about targeting, interactivity, or cost, then develop it with detail.

# Excelling at Analysis Questions (4 Marks)

**Q4.** Explain **two** ways that data and analytics can help a company improve its new media campaign.

**\*\*Technique\*\*: Build Your Argument.** For a 4-mark question requiring two points, you need a two-part structure for each point.



**Part 1:** State how data is used. (e.g., "Analytics show that video ads perform best with 18-24 year olds.")



**Part 2:** Explain how this improves the campaign. (e.g., "This allows the company to focus its budget on video content for that specific demographic, increasing effectiveness.")

= **2 Marks**



**Part 1:**  
State how data is used.  
(e.g., "Analytics show that video ads perform best with 18-24 year olds.")



**Part 2:** Explain how this improves the campaign.  
(e.g., "This allows the company to focus its budget on video content for that specific demographic, increasing effectiveness.")

= **2 Marks**

Repeat this structure for your second point to secure all 4 marks.

# Mastering the 9-Mark Question: Your Essay Blueprint

Q5. Discuss the advantages and disadvantages of using new media instead of traditional media for a charity campaign on cyberbullying.



## Paragraphs 1-2: Advantages of New Media

Discuss precision targeting (reaching teens), interactivity (sharing stories), viral potential, and lower cost.



## Paragraph 3: Limitations of New Media

Discuss the digital divide (not all young people have access), reliability of information, and the risk of the message being lost in online 'noise' and distraction.



## Paragraph 4: Comparison with Traditional Media

Briefly contrast with the broad but less targeted reach of TV, the credibility of radio, or the local impact of posters.



## Final Paragraph: Justified Conclusion

Recommend the best approach for the charity (likely a mixed-media strategy) and justify \*why\* it is the most effective choice.

# Your Interactive Revision Toolkit

Test your understanding with these games and tools from the iMedia Genius hub.

## Sector Sorter

Drag-and-drop game sorting traditional vs. new media. Perfect for media industry questions.



[Play Now](#)

## Distribution Dash

Match campaign scenarios to the best **platforms** and **file formats** for mobile, web, and print.



[Play Now](#)

## Escape Room: R093

Answer questions on the whole specification to escape each room. A true revision challenge.



[Play Now](#)

## Flashcards & Mind Maps

Directing students to 'Open NotebookLM for New Media' for quick-fire revision prompts.

# Final Checklist: Are You Exam Ready?

Before you finish, check if you can confidently do the following:

- Give at least three specific examples of new media. (e.g., social media platforms, streaming services, online games)
- Explain *how\** new media allows audiences to interact with content. (e.g., commenting, sharing, creating)
- Compare how new media and traditional media can be used in a campaign, discussing their different strengths. (e.g., reach, targeting, cost, interactivity)