# 6.1) The Traditional and New Media





### Trends affecting the organisation of the Media



"OLD MEDIA"

<u>Key term "media"</u>: channels of mass communication through which information is sent and received.

#### In the media, communication is:

- Impersonal
- Lacking in immediacy
- One-way
- Physically and Technologically distant
- Organised
- Large-scale and simultaneous
- And commodified

Dutton et al.(1998) – the media has several characteristics that set it apart from other types of communication.

#### THE NEW MEDIA

- Contemporary channels of communication characterised by their interactivity, individuality and interconnectedness.

- Based on newer, computer-based technologies such as mobile phones

& personal computers

- Characteristics:
- → \* One-to-one (like an e-mail)
- → \* One-to many (Facebook/Twitter)
- → \* Many-to-many (P2P networks)

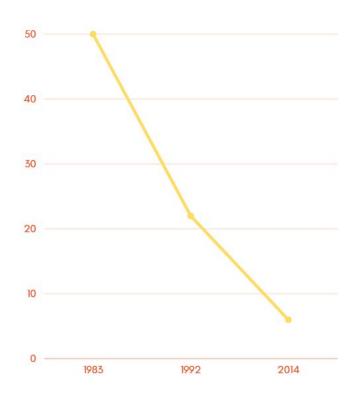
 Two processes are mostly commonly used (modern industrial societies): "concentration of ownership" & "conglomeration"

#### 1) <u>Concentration of Ownership</u>

- How the media are increasingly owned by a relatively small number of large corporations and powerful individuals.
- Part of a long-term global trend
- Mostly focused on "product diversity" offering consumers a range of similar products
- Examples: Google, Facebook, Amazon, etc.
- And that this increasing concentration of ownership has long been a concern of sociologists.
- McChesney (2000)

#### OWNERSHIP CONCENTRATION TRENDS

Over the course of several interval year gaps, this trend shows how the concentration of ownership of media has increased over time.



### 2) Conglomeration

- When a media corporation develops interests across different media through a process of diversification, it becomes a conglomerate\*.
- Cross-media ownership
- Example: Amazon which is the world's largest bookseller, has
  diversified its interests over the last few years into areas such as
  publishing and distributing moving image media.



\*Conglomeration = "grouping a number of things together"

### **Digitalisation**

- The changing of media from analogue to digital form.
- <u>Such examples</u> are magazines and newspapers that are now written as online editions <u>OR</u> music that can now be downloaded/listened to online rather than being bought as vinyl, cassettes or CD's.



## Social Media

- Digitalisation has lead to the <u>evolution of social media</u> where people can communicate with each other both sharing & consuming information. (interactive media)
- Social media, while owned by media corporations, allow users to create their own content & their own networks. (many-to-many media)
- Different forms of social media are the following:
- Social networking
- Social gaming
- Video sharing
- Blogs
- Virtual Worlds



















#### Debates about who controls the media

- → Two types of Media Owners:
- <u>Private Ownership</u>: the type of owner/s who are <u>only profit driven</u> in the market (Rupert Murdoch)
- State Ownership: involves Government control and intervention. For example in China, the government directly oversees the content of state-run television and tightly regulates access to the internet.
- This significance of ownership informs us that owners have the potential to decide what sort of information an audience receives. Whether directly or indirectly through censorship.
  - Pluralist approach: Galbraith (1967) 'technocratic managerial elite'
  - Shareholders
  - However, power really lies in the hands of consumers!!!!!!

#### Debates about who controls the media

#### Pressures to regulate the Internet

Net users appear puzzled by governments' intention to regulate the Internet. Often users say that the Net is a powerful medium that will be stifled by regulation. However, the power of the Internet is precisely the reason that governments want to regulate it.

The European Union paper on "Illegal and harmful content on the Internet" probably best sums up the fears of governments about the Internet:

- national security (instructions on bomb-making, illegal drug production, terrorist activities);
- · protection of minors (abusive forms of marketing, violence, pornography);
- · protection of human dignity (incitement to racial hatred or racial discrimination);
- · economic security (fraud, instructions on pirating credit cards);
- · information security (malicious hacking);
- protection of privacy (unauthorized communication of personal data, electronic harassment);
- · protection of reputation (libel, unlawful comparative advertising);
- intellectual property (unauthorized distribution of copyrighted works, software or music) [ibid].

#### <u>Differences between the</u>

#### Traditional media

- One way communication
- Mass communication available before the intro. of digital media
- Not dependent on the internet
- You have less control over the message you want to share
- Books, Newspapers, Magazines, etc

#### **New media**

- Two-way communication
- Dependent on the internet
- Digitally based
- You have more control over the message you want to share
- More interactivity & diversity
- YouTube, Amazon, Pinterest, etc.

#### Similarities between the traditional and new media

#### TRADITIONAL MEEDIA

Traditional can be delayed due to press times

Traditional media pieces are more final

Traditional media offers lesser control over the message

Traditional media is one-way conversation

Only an authorized personnel of media are allowed to manage the information presented

Advertising on both new and traditional media needs to be planned out

Both these marketing channels are forms of mass marketing

Both functions to store and share information

Both are published to encourage or aware the people

#### **NEW MEEDIA**

Social media is immediate

Social media pieces is dynamic

Social media offers more control over the message

Social media is a two-way conversation

Everyone can create and post their own information to the public

# The debate about whether the traditional media have been undermined by the growth of the new media

- Question to think about: Has traditional media been entirely replaced by new media????
- And why is traditional media still being used in the modern industrial society????
- Due to factors of technological advancement, it can be argued that many types of traditional media have been adapted to suit the needs of a modern industrial society. That traditional media is still present just adapted and adjusted to more modern ways.
- <u>"Globalisation"</u> can be argued as one cause factor of shifting from more traditional ways to new modern ways.

<u>Radio</u>	<u>Newspapers</u>	<u>Television</u>
* Oldest forms of media with audio remaining popular all over the world	* Over time there has been a significant long-term decline in the % of the adult population reading a daily newspaper. (USA: 41%-23%)	* Still remains populous until today with around 85% of adults watching tv in their free time
* Radios and podcasts can now be listening to on PCs , online & phones.	* Some traditional newspapers have moved successfully to publishing online as well as in print, & reached more readers worldwide.	* Digital tv has expanded the range & scope of services to include many more channels & broadcasts by satellite to reach audiences.
* Radio plays an NB! role in developing countries where access to television is not as widespread.	* Newspapers across the globe are migrating from print to digital form	* Television has in some way lost its role as a unifying force for nations as a result of new technology.

#### ADDITIONALLY.....

The ways that traditional media have adapted has limited the ability that national governments and private owners used to have to control information.

In the digital age, most populations are no longer restricted to information which they receive passively from the media.

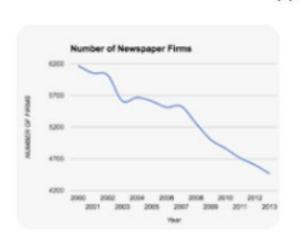
As Weinberger (2012) argues ,"For every fact on the internet, there is an equal and opposite fact".

## THE EVIDENCE

When did people stop reading the newspaper?

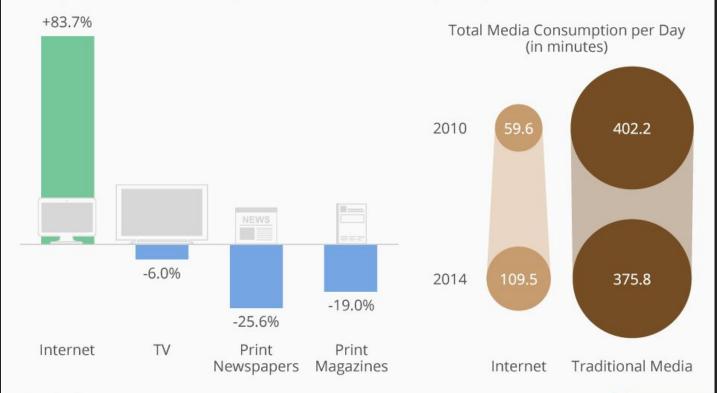
Causes for decline

Television's arrival in the 1950s began the decline of newspapers as most people's source of daily news. But the explosion of the Internet in the 1990s increased the range of media choices available to the average reader while further cutting into newspapers' dominance as the source of news.



#### The Internet Is Gradually Replacing Traditional Media

Change in time consumers spend with selected media per day between 2010 and 2014





<sup>\*</sup> based on media consumption survey in 65 countries Source: ZenithOptimedia



## Sources

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