

## CHAPTER 22

### NEW MEDIA: THE INDUSTRY

**Meaning:** According to World Economic Forum. “The digitalization of the media industry has been driven by changing consumer behavior and expectations, especially among younger generations who demand instant access to content, anytime, anywhere”. The media industry has already been transformed by four waves of digital transformation, each driven by the impatience of consumers for content.

#### TRANSITION TO NEW MEDIA IN INDIA

- The first news websites were launched by media houses around 1986. But, these web editions were simply replicas of the respective print editions.
- The actual transition in India happened after 1996 when several independent media houses tried to bring out a news websites.
- The independent media houses came up because they got funds from big businessmen who also lent money to others to start their own business.
- New media was new venture and well established business people saw growth potential in a new business. The big businessmen are called *venture capitalists*.
- In 2000, most of the independent houses media organizations along with their websites closed down because the new phenomenon of convergence became popular.
- “Convergence” means the coming together of different forms of mass media.

#### IMPACT OF NEW MEDIA IN INDIA

There are several impacts of new media on Indian society.

According to Brain Solis, “Social media is about sociology and psychology more than technology”.

- Social media allows us to stay in touch with family and always connected with our belongings.
- It helps to get instant information: news, births, events, etc.
- Express ourselves and causes ( text message, email, blog and tools)
- Gather information at our fingertips in mere seconds.
- Reshaping and shrinking our world.
- A powerful and instant communication tool. Facebook, Twitter , WhatsApp and Snapchat are the some examples of new media.

(c) New Media has many attractive tools, which could help to bridge the communication gaps among the specific class and gender through its interactive applications with the help on mobile phone/ computer.

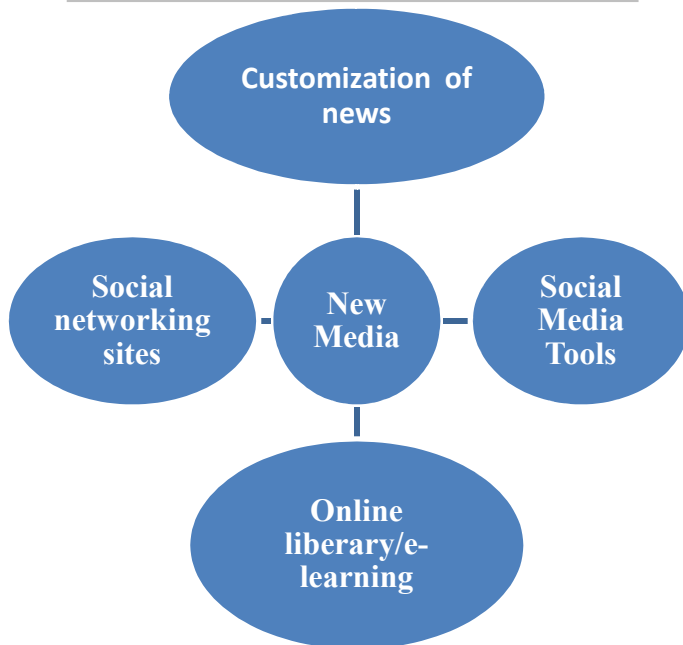
## NEW MEDIA AND CONVERGENCE

When new media arrived in India, it was a new shift in communication industry.

Combination of communication technology and knowledge sharing are known as 'convergence'.

- It means that several media forms such as print, radio, television etc, will exist simultaneously.
- All the forms of media have different mandates, but they will co-exist nevertheless.
- At present, many of media organizations have brought different elements of mass communication under a common roof.

## NEW MEDIA: EXAMPLES



## DO YOU KNOW

New media continue with the collaboration of other forms of media, the

New media is any media – from newspaper articles and blogs to music and podcasts – that are delivered digitally

. From a website email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

## EVALUATE YOURSELF

Q1 Explain to a friend everything that you know about the internet.

Q2 Start writing your own diary. Write down your experiences at least once a week. Include things like the look that you have read and some interesting person you have met.