Differences Between Traditional and New Media

I. Digital - Material can be stored, distributed and picked up very quickly on screen-based products such as mobile phones and tablets.

II. Interactivity - Consumers can engage more with the media now. They can create their own material and upload it. Therefore customers can customise their own viewing.

III. Dispersal - The media had penetrated most parts of people's lives. This may include, Shopping, entertainment, film-making and socialising can all be done through the internet and mobile phones.

IV. Virtuality - People can now immerse themselves in virtual worlds. People can create imagery identities in computer games and on social networking sites like Facebook.

Mass Media Review Questions

Explain three features of the traditional media.

- One feature of traditional media would include radio broadcasts, another feature of traditional media would include print media such as newspapers and magazines. Thirdly, television and limited channels would be another feature of traditional media.

Explain three features of new media.

One feature of new media includes the choice of hundreds of television channels, another feature would include the internet. Thirdly another feature of new media would include mobile smartphones and apps that are able to be downloaded on this kind of device.

Explain three ways in which the new media has affected the traditional media.

New media such as the internet affects traditional media as the internet's users increase and more than half of its users search for something at least once a day advertisers that usually use traditional media will start to look at the new media and the internet to advertise their business. Therefore there will be more advertising on online radio, Youtube, social media such as facebook rather than newspapers, face to face interaction will decline because you are able to use chat rooms to get the information that you want.

Explain three Pessimistic views about the new media.

One pessimistic view would be the decline in quality, lessening choice, they are just full of repeated content and 'trashy' TV. Another would include commercialisation and the increase of commercial use of the internet reinforces elite power to major corporations