

## **Digital and Traditional Media: A Comparative Study of Two Podiums**

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### **Abstract**

*In online or new media, the style of storytelling has dramatically changed, and feedback is quite immediate. There is always evaluation or alteration which is a need for a society which goes towards development. Online journalism has also enhanced citizen journalism as it has an optional advanced search, background, powerful medium, a fine strategy, ideas, perception and a lot more. Online media now influence the readers or listeners to concentrate.*

*This article explores the analysis of digital and traditional media in this era where masses are adopting it in many means, not in terms of getting information only. Today where blogging is considered journalism, the new media is creating risks for traditional media due to its outdated feature. In the beginning 1990's online news deeply took content originating from traditional media, but online journalists have set their own editorial policy, goals, strategy, and agenda. The traditional*

*media like newspaper allows mere consumption of information regarding happenings nationally and internationally whereas through online media a social change also occurred for opinion makers. New media is not the substitute or the replacement of traditional or conventional media but it is all about dependencies between and among media. In this context, the article pays consideration towards the new evolution of both mediums.*

**Key Words:** Digital, Media, Traditional, Transition, Alternative, Multimedia, social media

### **Traditional media: an overview**

The value of traditional media can't be denied. Tradition is a management of experiences, beliefs, opinions, customs, and languages from generation to generation particularly in oral form or by a process of traditional performance and communication. Traditional means communication and countenance exist before the advent of modern mass media. Since ancient time, the people engage themselves in folk songs and dances, arts and crafts, rituals and festivals.

Globally traditional media has been used in the advertising world for years. Traditional media incorporates that of television, newspaper, radio and magazine ads. These forms of communication are the unfaltering ways that businesses have stretched both customers and other companies for decades. With everlasting hype surrounding the production of social media, outmoded media frequently appears cast aside as the spurned stepchild in today's embryonic mobile, digital and simulated world of news depletion.

Traditional media is considered in the world as one-way communication or as a closed system. There is a need of one to one marketing. There is a restriction of space; masses can't participate at this paid platform. There is always economic decision making as compared to online media.

In other words, it is also called as controlled communication where top to down strategy is followed. Internet-enhanced social networking with interactivity and social media for the world is a great equalizer tool for having a good investment and expenditure for a business. Earlier the beginning of the new media, only the traditional media was available for masses to utilize and advertisements were focused on that media since there were no other alternatives. (Odun1 & Utulu2, 2016) Legacy media is more about the enterprise whereas digital media is more about the clients. Digital media is made in real time while outmoded media is pre-made and arranged. Traditional media does not tend to be

modified, more cost welcoming and can't influence a massive number of clientele internationally.

**Digital media: an overview**

The potential of the Internet and digital journalism has really been very influential. Digital or online journalism is clearly different from other media. In alternative media, different categories with more and more subcategories having serious and interesting content urge people to not read-only but also to become well informed and as in online media, the content is published and then updated so rapidly. The new media has characteristics of manipulability, networkable, dense, compressible and impartial as well. (Flew, 2002) The factors which had significantly impacted on media are networking and its high flexibility. ( Roos, 2013).

New media invites people to come and join with the help of its versatility, not only this but also rapid update and follow-ups as well. In digital journalism, the headlines or excerpts sell the whole story as the content does not only inform but also make sure the readers to read the story. In digital media, a journalist can't forget or keep aside the art, context, interactivity, multimedia, and versatility. The content of an online media combines different and multiple communicative codes which may be static or moving and sound or in short, it is all about the booming audiovisual industry.

In the beginning, the adoption of digital journalism was quite slow but with different multimodality, hyperlinking, interactivity shifted minds towards it and social media. Social networking websites Twitter, Facebook or YouTube propose coverage by other journalists and normal citizens of many events, including events to which there is limited access for journalists. (Stone & Dohel, 2012)

Digital journalism is a gradually popular industry where researchers from all around the world have conducted several studies on it which show the increasing development of research into the field. Moreover, online media has enhanced the industry of advertisement with interactivity and versatility. Interactivity is a

tool to connect easily different interactions to different and multiple networks. (Flew, 2002)

Now media has the power to change the culture and pop up the norms but also distribute the power to a global audience. A new style of communication is enhancing society but also it is creating complex arrays of new graphics. New media is about ease, connectivity, interactivity, reliability, portability, and flexibility.

New designs, new trends, new styles and different sort of perceptions have been changing media and its roots. Online journalism is getting more and more enhanced with the rapid growth of the internet. In the past internet had a big impact on local controversies because it provides a convenient safety controller for experts who allow people to express objections. (Sun, 2013)

### **Internet and its revolution**

Old media converted into new media like online newspaper due to the internet and its multimediality as it extends the mass media to the very vast level. New media technology and advents have been allowing people to not only search but to learn as well. (arefzeda, 2016) Social issues are better dealt with digital journalism due to different communication infrastructures because it delivers all such content or system which brings media to overcome which is accessible to everyone. New media has made the audience active and raised power to express through social media. New media is all about flexibility, versatility, multimodality, and digitization where social activities have become very common in the information society. Overall the internet has become a tool to change or an alternative for press freedom in cyberspace. “The number of mobile phones is higher than the population in many countries including Italy, Sweden or Great Britain”. ( Roos, 2013) Not only the internet has influenced the media but it has challenged “itself” also, it has been shaped out politically and economically as well. (Xu , 2015) Internet usage involves person to person communication, and global publishing and information provision,

through electronic email, newsgroups, chat rooms, mailing lists and WWW (World Wide Web). (Flew, 2002)

Online journalism has reached to its peak with the help of its tools and features. Masses take automatic interest in this regard, many people don't want to be informed only but they also want to be entertained about whatever happening all around the world but in digital media proximity means a lot as people concern more and more about local issues, similarly some take also interest in serious or international issues or event where they like to be informed with follow-ups and updates. The internet provides unique information and communication capacities and it has altered the way of communication too. (Jo-, 2013)

Now on internet masses prefer to read short stories with every angle in a very short time. In the US, a large no of people or tremendous change was seen in 1995 which is called "year of the internet" where the economy became growth rise better in the late 1990s and early 2000s. (Rajendran, 2014). As per the report of ITU (international telecommunication unit of UN (united nation) Internet user penetration has reached 40% globally, 78 % in developed countries, and 32% in developing countries which marks a new time in human history. (Domingues , 2014)

In this era, younglings now prefer knowledge and creativity at once. Masses want to have now modified content, they want to collaborate and exchange perception with the new tool of new media. The concept of the new media is the enhancement and development of a unique and versatile form of digital media and the remaking of more legacy forms to adopt new and different technologies. (Flew, 2002) New media is giving chance for growing social, economic and cultural importance and significance which created social interaction between and among people through the internet. (Halvey & Kaene, 2007) Online media is an approach to combine three Cs like computing and information technology (IT), communication networks and further the form of digitized media. (Flew, 2002) The media enriches itself with

interactivity because it gives a sense of own particularly and modern time. (Rajendran, 2014)

With the help of four features in WWW; everything in computing changed dramatically where it first allowed the display of pictures, data, music, sound and the capability of multimedia, the second is about “hypertexts”, the third is the web browser by which data can be used easily which was considered phenomenal too and the last development of (HTTP) hypertext transfer protocol which can be understood as a means of interconnection between and among different elements and with these features internet became the fastest growing medium ever recorded.

The online media moved quickly, informed rapidly and successfully with immediacy, hypertexts, and interactivity. (Flew, 2002) In Saudi Arab, the hypermedia has become an alternative space for social relations and Saudis communicate with this tool now and get themselves involved as well. (kraidy, 2006) New technologies like hypertexts enable people to organize trends where time, space, identity overcomes the limit. (W. , 2003) It is an ability to access different, multiple and interconnected information sources. (Flew, 2002)

The business has more enhanced like the commercial with the rapid growth of internet and multimediality together moreover, the ease and comfort of online media helping masses to deal with it friendly. Now accuracy, flexibility and diversity play where interests and preferences for inclusive network are suited to multidirectional capabilities of internet or more to networking. (W. , 2003)“The Internet has been as a tool, allowing for new forms of interaction, by political actors in Chinese society”(Sun, 2013) .

The growing vast field of the network is changing the tone of newspaper and magazines on windows for masses which is increasing the economy of this field too. In the Arab world, the internet is quite transforming the way of thinking in different countries. The “new media” may be creating a new Arab, a public

opinion not necessarily based on ideology, but which has manifested itself. (Edmund , 2000) The Internet has taken a new form of new media in China as it was very first unlocked to the overall people in 1997 just after two years its introduction in 1995 so the Internet has grown phenomenally in China. (Sun, 2013) Accessibility and great equalizer internet serve masses and as well as politicize and influenced the media. (Jo-, 2013)

New technology in any era increases the volume of data and serves masses. Networking and sharp networking has challenged media power to be more and more advanced and updated. (W. , 2003) “The Arab world is gaining greater connectivity but has experienced one of the lowest rates of internet growth in the world”. (Edmund , 2000)

Internet deals with anonymity, interactivity which directly leads to large geography and combines multiple communities in the public sphere. Moreover, it is being kept active, undermines the centralized control of information with the reflection of ideologies, ideas, views and keep improving and facilitating the engagement with one to one and many to many. The Internet has become the representative of new and online media which has multiple users in China than the whole populace of the US whereas China has the world’s most active social media users. (Sun, 2013) “The advent of new modes and angles have actually altered and ushered the media for grabbing more and more active users” (Jo-, 2013)

Online media has begun to stream the culture and norms as media exist to be rewritten. Due to new media, both professionals and citizen journalists try their best to reinvent the new things in new media which goes through a difficult transition. (Eid & Ward , 2009)

### **Contrast of traditional and online media**

Digital media has impacted on different dimensions of life, career, and relationship. New media news or information is currently creating new space on the spectrum of information provision

which also provokes general interest. The nature of online journalism is quite friendly not only to a teenager but to younglings, elders, and professionals as well as compared to conventional media. The online media form is as like digital media as it contains and combines integrated data, sound, text, photos, videos and a lot more. (Flew, 2002). New changes occurred in new media due to the rapid shift of digitization and commercialization. (Roos, 2013) Janet Murray argued and observed the possibility of utilizing the new technology is easy to replicate the way of reading and viewing in a more interesting way. (Murray 1997)

The relationship between new media and journalism now is quite close where they both embrace and extend to each other. New journalism is a case of variation to this altered and trended milieu through a reinterpretation of journalism's main standards. Online journalism is getting more and more enhanced due to origin of a new kind of journalism which has its own and attractive characteristics and moreover, the alteration, immediacy and mutation where something new, different, and objectified content and data with random pattern are affecting and all these things are attributing the new environment for the masses.

Online media contains more and more content timely where everyone can access. "The prevailing form of journalism has been changed many times by both cultural and technological dynamics". (Xu , 2015) The industry of newspaper has been experimenting to find the best way to utilize but also to enhance the presence of edition on online media with the rapid of time. The online media industry has also embraced E-commerce and new trends. They are looking for a change for marketing potential. Internet communication is no more equal to print communication. (Jürgen & Schäfer , 2009)

The last two decades had a rapid change and transformation of old media in new media. (Eid & Ward , 2009) "A 1999 survey found that more than 10 percent online consumer canceled their

Newspaper subscription because they thought they could get the same information free online.”

In the beginning 1990's online news deeply took content originating from traditional media, but online journalists have set their own editorial policy, goals, strategy, and agenda. In the 1990s the rapid growth of the Internet caused a huge change in the media roots. It brought sustained coordination between and among masses. New things were adapted or were organized typically as multiplatform was standardized as infotainment or for financial matters as well. The traditional media like newspaper allows mere consumption of information regarding happenings nationally and internationally whereas through online media a social change also occurred for opinion makers. (Rajendran, 2014)

The increasing effect of techno-economic and socio-political fluctuations on journalism has been nothing short of earth devastating whereas more journalists go digital it will make easier to share information. The industry of newspaper in this digital age is going through the period of transition. New media is not the substitute or the replacement of traditional or conventional media, but it is all about dependencies between and among media. (Roos, 2013) The environment and the tool of internet require users to be actively engaged communication participants as compared to other traditional media. (Bailey, 2011) For online media news organizations are inevitable that a change in the technological and logistic elements is professionally important which have consequences on the level of contents especially with multimedia.

Media organizations are seeking different ways of attracting and maintaining their leadership as much better as they can where editors have been believing a lot in media convergence technology and integrating their editorial policies through which they can spread and encompass the old-style media towards the Internet.

In the world, the new media appears not only to be transforming but also changing for newsrooms and for masses where newsrooms

are espousing new technologies and the implications changes might be having on the purpose of news. The form of new media has developed from traditional media in a much-digitized form; the new media also involved the giants of traditional media with the help of internet and virtuality. (Flew, 2002) Alternative ways of communication emphasize a dynamic relationship with masses and social movements and campaigns or a relationship which maintains itself open to critical attitude and to the interchange of knowledge, opinions, feelings, and arguments by opposition to the hegemonic paradigm of mass communication.

**Conclusion:**

The timeline of media development has been relatively slow where TV arrived on the scene 20 years after radio. It took about 40 years after televisions for computers to appear, in the 1980's newspapers and televisions had been a leading media for masses, the mediums used as the main channel for delivering and receiving news information.

Things just changed in 1993 dramatically when mosaic and later Netscape navigator were launched to allow internet operators to browse media content on the World Wide Web. The expansion of net-centric media slowly took the audiences away from the conventional media.

Now internet is changing everything instantly, with the collaboration of internet, the key feature of online journalism has become a short time for regeneration information. Online journalism has been proved a tool to bring change in the face of journalism in many means with the enrichment tool of social media. The arrival of new media has had incredible effect on every aspect of human material distribution. Thus, the new media has a very large level (re)written histories with impact on some traditional ideas. (Odun1 & Utulu2, 2016)

The contrast of different media shows that the value of a print or other medium cannot be denied but online journalism is leading in

developing or under developing countries due to its versatility and interactive features and also due to the rapid update not only on websites but on different social media websites as well. Digital resources are more likely than traditional resources to support meaningful interaction. Digital resources are by their nature, mediated, requiring digital equipment for generation and playback. (Green & Huang).

New media actually combined all three traditional media in one and it is representing revolutionary ideas which are changing the lives and the perceptions around the world, where the user can choose all three mediums simultaneously and the tool of multimedia actually made this media a convergence media or a platform of “infotainment”

People instantly began to understand the ease with which they may receive the information they need merely by going to sites of the conventional media. This advanced feature of online media has a huge effect on consumers of all media components that have drifted to the internet in a very short span of time which actually caused the transition of traditional media. The increasing effect of techno-economic and socio-political fluctuations on journalism has been nothing short of earth devastating whereas more journalists go digital it will make easier to share information. The industry of newspaper in this digital age is going through the period of transition. New media is not the substitute or the replacement of traditional or conventional media, but it is all about dependencies between and among media. ( Roos, 2013)

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