

Mass comm 7



**ASSIGN
BUSTER**

The Internet-New Media The latest, the eighth, mass medium is the first to be non-linear... there is no clear-cut start, middle and end. All the other media are basically linear.

Books, Newspapers, Magazines, Recordings, Film, Radio, TV ... Internet.

The Internet... • Internet emerged in the mid-1990s

- It is the eighth mass medium

(books, newspapers, magazines, sound recordings, film, radio, television)

- Network of telephone and cable lines and satellite links that connect computers

- It is non-linear

Non-Linear? • Books? Linear: beginning, middle, end.

- Magazines? Mostly linear: cover, inside
- Sound recordings? Linear: beginning, end
- Newspapers? Mostly linear: cover, inside
- Movies? Linear
- TV Shows?: Linear (except maybe MTV)
- Radio? Shows are linear, songs within music radio are linear, etc.

Non-Linear? Website

Website architecture has a first page and last page... but that's not how people access it.

Non-Linear • People might get to your site from a link that takes them to what was " Page 12" when you designed the site.

- You might have wanted them to read material on previous pages.

- They may never see that material. They may see " Page 12" and click to go elsewhere and see no other pages on your site.

Huge Change... • Linear: Messages go Point A to Point B... book, newspaper story, television program. Sender controls message.

- Mass Communication: messages go from centralized Point A to a number of Points B. Sender controls message.

- Internet Communication: Every point in net can send, receive messages. Receiver has the control.

Scope of Internet • Every major mass media company today has a web product

- So have most businesses... and millions of individuals
- U. S. Internet users: 200 million +
- Billions in advertising dollars each year.
- Millions are leaving the other media

History... Internet dates to 1969 and defense communication system called ARPAnet.

Father of the Internet...? Vint Cerf created the coding that allowed computers to " talk" to each other over phone lines. 1974 article; 1982 reality.

Leonard Kleinrock, UCLA Prof, invented packet-switching: chunks of data from multiple sources travel via lines (phone)... Oversaw transmission of the first Internet message from UCLA to Stanford (312 miles).

Father of the Web... Tim Berners-Lee invented the World Wide Web in 1989 system for scientists to tap into each others' computers, to connect information with all other information on the network; 1992 reality.

Tim Berners-Lee... • Devised an addressing system using universal resource locators (URLs)

- Invented the language for displaying and accessing information on sites on the Internet (HTML)
- Invented the protocol that allows computers to connect to read Internet files (HTTP)

Browsers • Geeks understood the early Web and used it, but in 1993 Marc Andreessen developed Mosaic... the first " browser" to enable average folks to navigate the Internet

- Then he developed Netscape to connect MS Windows, Apple OS and Unix.
- Today: Internet Explorer Safari, Firefox
- Other browser software: Chrome, Opera, OmniWeb, SeaMonkey, Flock, Camino, etc.

Marketing Blunder • Steve Jobs begins Apple, invents the Apple operating system

- Bill Gates begins Microsoft, invents Windows operating system
- Jobs says Apple OS only available to those who buy Apple computers
- Gates makes Windows available to any computer-maker for a licensing fee
- in 2005 Microsoft computers: 95. 8% of the computer market worldwide (now around 77 %)

Sending Data • Bandwidth: capacity required to transmit information (data)

- Bandwidth requirements have been increasing dramatically in a limited system
- Fiber-optic cable: 1960s, speed of light • Multiplexing: messages broken into bits for transmission quickest way and reassembled
- Compression: screening non-essential parts of messages to use less bandwidth
- Streaming: segments stored on your computer for replay even before the rest of the message is received.

Internet Business • Started out advertising-free

- Like other media, soon learned where the money is
- Dot-Com folly of the '90s
- Lack of good internet tracking, a ratings system
- Media melding means uncertain future

Credibility • Accuracy and credibility questionable

- Users absolutely have to be discerning
- Availability of "new media" has increased public's access to information alternatives
- Three networks, handful of big newspapers don't control the public agendas any longer
- Blogs: Drudge Report, Huffington Post, etc.
- Aggregator versus original content

The Future? • Who knows? You will determine that as mass communication professionals and consumers

- Media melding (or replacement)
- Technological convergence
- Privacy/security a continuing concern
- Cyberpornography is a small part of the Internet (one half of one percent of online files). Child protection remains an issue, however
- Access remains an issue - The Digital Divide

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