

# New media and its place in american culture

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## **New Media and American Culture**

New media is the social media that has become so prevalent today throughout the world. The way that an individual portrays themselves online may or may not be real. Many individuals create fictitious profiles, pictures, and lives online for various reasons. It is very difficult to determine whether or not the new media directly relates in any way to the American Dream because it is often very difficult to believe individuals that boast about having everything they want through social media. Social media often tracks what an individual does online, reducing privacy and safety in its course. The American Dream has not changed over the course of the past twenty years, nor has it changed in any way directly because of new media. American culture has changed, as it has developed and evolved over time to be centered around communication being less direct and more inclusive. New media has made it more possible than ever to meet and get to know people from all walks of life from all over the world. It has also made it more possible to be vocal on issues that individuals are passionate about. Everything is now at the touch of a button because of the availability of the internet.

Social media connects individuals in a way that was not readily possibly or easily accessible in prior years. I am now able to talk to my friends in Japan and my cousin in Israel with the touch of a button. Before social media was available interaction was quite different. Individuals would meet each other through face to face interactions more often. People are still able to meet each other in person, but this is not as common with the availability of cyber chatting and other methods available through social media. American culture

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has sped up quite a bit to keep up with the rapid pace and change of technology. With individuals working from 8-4 or 9-5 and commuting for hours to their jobs, there is little time for small talk or meeting new people. It is often more convenient to pick up a phone, laptop, or tablet to communicate with others. Technology has opened many doors that were not open before.

Fortune Five Hundred companies have begun using technology and social media to attract and select their candidates. Individuals apply for their jobs online, are screened online, and can often complete interviews online because of the availability of the internet and new media. These companies often look at an individual's Facebook page and other social media sites to weed out applicants. There are various social media sites that may be utilized in the job recruiting process. LinkedIn is one such social media site that can be used to apply for jobs, provide references, and be prospected as an employee. Individuals can attest to the qualifications of another simply by clicking various questions and answers on others' pages.

Marketing has also changed over the years because of new media. The way in which marketing affects the American Dream has been steady throughout the years. When Americans see something in an advertisement, they are likely to want it if it is the latest gadget or trend. With new media, these marketing advertisements pop up on telephones before calls, within social media feeds, and during almost any other task one attempts to complete online. Marketing departments have taken full advantage of new media and have thus pushed the American Dream to believe anything is possible and materials are often more important than relationships. This may attribute to <https://assignbuster.com/new-media-and-its-place-in-american-culture/>

the financial aspect of reasons for separations or divorce. Consumers are also more able and willing to provide tutorials and reviews for companies and products, which increases materialism in the American culture in general.

Social media and new media in general opens more opportunities that were not previously available. It offers ways to broaden one's horizons in many ways and offers connections that were not previously available. The American Dream has evolved to include options that were not previously available to individuals in all areas of the globe. People can now easily see other's points of views, do research in any area that they wish to pursue, and make connections with other individuals all over the globe. If an individual is willing to put in the work, they can reach their goals and achieve success. Years ago, it would have been very difficult if not impossible to apply for a job in another country or to find the requirements to becoming a citizen of another country. This information is now at the fingertips of any interested individual. Anyone can virtually move anywhere without a long drawn out process. Travel, living arrangements, job interviews, and all other accommodations are now readily available thanks to new media. In this way, the American dream and American culture in general is more flexible and open to rapid change in one's living conditions and opportunities.

There is also a negative impact that new media has had on the American culture. Some individuals are addicted to social media and it interferes with their every day functioning. It is far too common to walk into a doctor's office and see four out of five people glued to their phones. People are less likely to interact with one another due to the availability of looking up news or

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virtually communicating with other people. They would prefer to stare at their phones than make meaningful conversations and relationships with others around them. People do this when they are out with friends or family as well. It is very common to go to a restaurant and see a group of friends all staring down at their phones rather than interacting with one another. Social media has also been reported as a leading cause for divorce, alongside financial distress within the family. Social media is also a reason for low self-esteem, virtual bullying, and people's increased superficiality. Individuals are constantly posting selfies and getting angry if they do not get enough likes or tags from other individuals online. This pushed people to great lengths to make themselves look good for others physically.

Another potential negative effect of new media to the American culture is the availability of news and feeds and videos at our finger tips. One may believe free press is always positive or the relay of information is always positive, but this is not the case. The enormous amount of information and social movements are gaining momentum with the new media wave and because of this, sometimes violence becomes more prevalent too, as can be seen throughout the Black Lives Matter movements. Although some people have good intentions, others may take it out of hand and gain momentum in their negative reflections of what is going on. There is also false media and false videos that are quickly passed around that gain anger and violence.

The amount of knowledge and support available is a positive impact of new media on the American culture. Americans have come a long way toward inclusiveness and acceptance of minorities groups and other groups that were outcast previously. People are better able to make their own

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judgements based on all the information available because of new media. People are also more enabled to make sound decisions based on evidence and facts. Science has made many advances. Environmental groups have made strides, as have other groups that struggled before new media. There are many sources of help, support groups, and assistance for just about anything someone would be facing, whether it be emotional distress, mental illness, or physical ailments. If a person is looking for others that they will fit in with and are unable to readily find them in their town or at their school, they will likely find people with commonalities online. All they must do is look.

New media has helped American culture in many ways. If it has changed the American Dream, it has made it more accepting, and further reaching. People who did not have opportunities now have them because of the resources and connections made available. Individuals that did not belong, now belong and have more friends that they have ideas in common with. Intelligence has spread faster. Scientific research is faster accomplished. Communication is at our fingertips. Individuals can live across the globe and still communicate daily with their friends and family. Video chatting is available to see loved ones while they are away. The information stream is faster than ever and people no longer get away with as much as they once did. These are all positive impacts of new media. Negative impacts as previously mentioned are faster growing aggressive groups, the rapid spread of false news and hateful ideas, reduced privacy and increased vulnerability, loss of direct communication, and increased dependence on technology. New media have evolved the American culture and the American dream.

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Technology and new media will also continue to evolve our lives, intelligence and social behaviors for many years to come.