Introduction web the world wide web is a

IntroductionTheseweb pages are to address and describe the phenomenon that sees its convergingperspectives of parallel lines intertwining across the new and the old mediaenvironments, across space and timed technological changes and their impacts oncultural developments. New MediaInparallel and in the context of media concepts Habermas' idea reflects how theterm new media is a timed extension on its prior era.   Manovich (2001, p. 19-27) enlists new media categories ' commonly discussed under this topic in thepopular press: the Internet, Web sites, computer multimedia, computer games, CD-ROMs and DVD, virtualreality.

"   However, his considerations focus on five principles governingthe differentiations between old and new ' digitized' media, presenting them followinglogic. The two determinant principles are one of numerical representation- Databaseis an example, and that of modularity – of which, Pixelis a model. The three principles of automation, variability and transcoding are dependentof the first two. Important characteristic of this " new" channels ofcommunication is their digital content as it is spread across the technologicaldevices via a Mediationprocess, reaching across the entire spectrum of societal interests, frombusiness environments to politics and economics, from academics environments ofteaching and learning to research and development.

InternetItis a system of collective and connected computers running on the browsersoftware called the WordWide Web. Internet is an infrastructure that sees its credited inception, in 1969, as aproject run by the USA's ARPA1'sdepartment, the (IPTO)2, lead by the psychologist and computer scientist, Joseph Licklider, as a studyof correlated on-line computing between

agency's workstations, its groups ofresearchers and its computer sites. It relied on the innovativetelecommunication packet switching transmission technology and a decentralizeddesign created by the duo Davies-Baran respectively.

It began operating in 1975. A parallel historic event, in 1970s, impacted Internet's phenomenon, thecreative source of the grassroots movement, which encouraged joiners toundertake social activities entailing co-operation and collaboration to achievea common goal, association that served as a catalyst to NetworkCulture. (see also AmateurCulture). World Wide WebTheWorld Wide Web is a hypertext based software/program, created by SirBerners-Lee. Oxford dictionary defines it as: ' a system for finding informationon the Internet, in which documents are connected to other documents usingHYPERTEXT links.' (Oxford Advanced Learner's Dictionary, 2015, p. 1802). It is usuallyabbreviated " WWW" 3and used erringly instead of the term Internet.

The World Wide Web functions asa " virtual container" of data, be that a set of images, text andother forms of media. Internetis a system of network(s). Castells' historic account traces this" information-sharing application"' s (2003, p. 15) launch back to the1990s when Berners-Lee, devised in collaboration with Robert Cailliau thesoftware through which any information could be accessed, providing hostcomputer was linked to the network: " HTTP4, HTML5and URI6(later called URL)." (Castells, 2003, p. 15). It was released on the marketin August 1991and named " the World Wide Web.

" A technological event that movedto action aspiring individuals and professionals into developing their ownversions. Its greatest feature is the flat hierarchy to information access asstorage and filing of collective assets cannot follow traditional sequentialfiling, being information " scattered" across a network of servers.