

New media



What New Media Can Do Full The rise of internet use and other media now considered as new like podcasts, cellphones and other gadgets that cater to social networking site access, text messaging and other forms of communication made 'old media' seem to be obsolete in just a few years of their existence. The high technology is a news maker in itself and not just a medium to news making. The latest gadgets are on the top issues that get the attention of many viewers, especially those who desire to be the first in acquiring the latest device in the market. This circumstance has set the trend nowadays that who gets the latest, best and most expensive gadget becomes a popular personality in an individual's circle of friends and described as adept in high technology gadgets. To those who are not able to compete with the latest and best gadgets, what is generally considered is the ability to have access to new media. This has become a necessity to the modern person who seems to be unable to live in a world which has become so small with the use of the internet. On top of such media, other media within the medium like social networking sites become equally important especially to people who like to get in touch with their loved ones here or abroad. The latest social networking site that made the youngest billionaire in the person of Mark Zuckerberg, a former Harvard student is making the life of a lot of people easier and cheaper. Loved ones who are miles apart can contact each other through the internet and can exchange messages in a matter of seconds. This is not to mention the availability of the medium of communication to be the cheapest as compared to telephone bills. The world has become smaller with people able to find their partners from one end of the earth to another through the use of the popular networking site. In addition to this, entrepreneurs are succeeding with the help of such

networks, widening their market through friend's recommendations as well as their circle of friends of their friends. In effect, the new media also created new words like 'unfriend'. An individual can 'unfriend' a friend on facebook but still could 'befriend' him again. However, that would be an effect to be left to linguists. Another creation which is vital in the use of the new media is various businesses. It is said that the future of new media will affect huge companies in distributing their great wealth of customers to individuals who are getting into similar entrepreneurs. I say, this thing started happening.

References n. a. n. d. What is New Media. Aids. gov. retrieved from <http://aids.gov/using-new-media/basics/what-is-new-media/> Chavis, Jason. 2011. What is New Media Technology? Wisegeek. Retrieved from <http://www.wisegeek.com/what-is-new-media-technology.htm> Kitano, Pat. 2009. The Future of New Media. Media Transparent. Retrieved from <http://mediatransparent.com/2009/09/20/the-future-of-new-media/> n. a. 2008. Facebook Owner: Youngest Billionaire. Mr. West Wakes Up. Retrieved from <http://flymordecai.wordpress.com/2008/03/05/facebook-owner-youngest-billionaire/>