

Example of essay on difference between new media and the media that preceded them...

[Technology](#), [Development](#)



Introduction

The evolution of media types over time is referred as media interaction cycle. Therefore, new media are not invented in a vacuum they have their original sources. New media are based upon a platform of traditional media that have preceded them. However, the traditional media have influenced the development of new media but they have not outdated by the new media this change is called transference phase of media development. The article reveals the difference between new media and traditional media that is known to influence them (Breckenridge, Deirdre, 45). Currently, the new media have increasingly and have positively changed the landscape of communications as well as improving education in a more dramatic manner than traditional media.

Additionally, to comprehend the evolution of the new media, it is clear that one must have obtain the knowledge of the traditional media and be able to compare and contrast its outlook. The first difference is that, in new media, there is two-way conversation while in traditional media communication involves one way conversation (Dwyer, Tim, 23). In new media, there is interaction platform that provide a very extensive discussion as well as there can be instant of new postings. On the other hand, traditional media is more reliable and involves accuracy in its reporting since the journalists are known to be experienced and skilled giving an awesome output.

In addition, the key difference between the two media is the speed; new media is known for its fast speed while traditional media transmits its data in low bits. In new media, the information is shared, and its content is easily modified instantly. Also in new media, there is no limitations concerning

printing times or space since the new format of the media is convenient with current devices such as computers, phones and tablets. The system that is used by the new media is the open system that allow easily accessible while, in the traditional media, the system is closed system that and limitations to their accessibility (Jenkins, Henry, 43).

Moreover, in new media there is one-on-one marketing. This serves well for marketers since there is the flow of data that reach very fast because it uses digital technology. In academic circles, the spread of knowledge and researches is faster. In the spread of information as well as content creation, new media gives in a room to all audience which has equivalent say. The new media uses authentic content that conveys the values and culture of the information that is transmitted in the media (Tyson, William, 78). This help in supporting the main goal of the information. On the other side, traditional media uses polished content, however, it is known to be professional content.

In new media, there is the rise of informal language due to influence of the internet. This is because, teachers are daunted by the speed of the technology in which it is developing. They say that this has threatened their relationships with their learners who seemed to be more skilled. This development has implied fundamental changes in language. In traditional media, the language used is formal since most of the information is used as future references once printed (Manovich, Lev, 93). New media have less variation of effect compared to that of traditional media such as newspaper that tends to demonstrates positive effects as well as moods. Language in

new media is temporally conserved. In new media involves active involvement while, in traditional media, there is passive involvement.

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