Ch1 The Concept of New Media

Wang Zhongsheng

wzhsh1681@163.com

Xi'an Technological University

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Volume

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1. **Media and New Media**

Course preface

Media

What is media?

Traditional media?

Software or Hardware ?

Look at this pictures.

Voice, **Radio**, **Television**, **Paper**, **magazine**, **Journal**, **Microphone**, **Phone and mobile Phone**

Internet, **Wi-Fi**, **web**, **Network**

Many and many…..

what is Media?   Method and way to….

1.1 Media

Media can be known as a way or a method of information communication between people and the outside world, and it is the inter-medium of information. According to the ITU rule (International Telecommunication Union), the definition of media is divided into the following five categories :

feel media, express media, display media, storage and transmission media, express is the core media, that is the form of information to store and display, such as newspaper, television, radio, advertisement, magazine, journal and other information, information or messages could be spread by means of these inter-medium.

Compare to traditional media, new media is a relative concept. **New media** is a form of communication that provides information and entertainment services to users through digital technology, network technology, Internet, LAN (Wi-Fi), wireless network, communication network, satellite transmission and other channels through computers, mobile phones, digital TV sets, data reception and other terminal display.

1.2 New Media

New media is also known as network media, it is the media form with the support of internet and computer science, such as digital magazine, digital newspaper, digital broadcasting, mobile message, mobile TV, digital TV, desktop window, digital movie, touch media, etc. Compared with the fourth generation media of TV, radio, newspaper and magazine, new media is called the fifth media.

New Media

2. Features and Classification

2.1 Features of traditional media

To traditional media, character information is one of the main ways of message transport. The information content needs to be summarized, and there will be gaps in true fact. Moreover, the information capacity is limited, which can only be the most newsworthy information and demand the most people to reading. So it is could not meet the personalized needs.

And the traditional media need to be publication, newspaper and magazine can only be measured in days or months. Although important news can be provided in other ways, it is also far behind the network and internet, the timeliness and content of information is obviously. The circulation is limited by the quantity and the region, which leads to the limited information source and the limited coverage of communication effect.

Radio news mainly focuses on the transmission of sound and music, which is fleeting and difficult to remember or preserve. Lack of visual and vivid images, listeners can only listen to the radio in the same order, and not repeatedly, the frequency of radio waves emitted by the station is affected by the weather, the receiving position and other radio waves of similar frequency, which affects the listening effect of the audience.

TV media although have combined with the text, sound and pictures, it is still not enough, the content of TV programs is pre-arranged, people can only accept passively, and not to choose content of interest, this is a one-way process, rather than a two-way interactivity. Although instant word can be appeared at the bottom of screen, it affects the communication effect, just like radio, it cannot be watched repeatedly and unable to meet the people's requirements for more specific and comprehensive.

2.2 Features of New Media

With the development of computer science, Internet technology and application, the way of information transmitted and displayed has changed fundamentally. it has played a significant role in promoting the dissemination of multimedia materials. With the help of network to spread multimedia information, people's vision has been expanded and the New Media has been created.

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The concept of new media was first proposed by p. Goldmark in 1967，the director of the Columbia broadcast networks of America(CBS).

So far there is no definition concept of the new media, scholars have different opinions. The new media is compared with the traditional media in terms of the new era.

New media is the use of digital technology, network technology and mobile technology, through the Internet and wireless communication network, satellite channels and intelligent display terminals such as computers, mobile phones, digital televisions and so on to provide customers with the flow of information and entertainment service form.

2.3 New Media Classification

Different from the traditional multimedia technology, according to the expression form of media, new media can be divided into Internet media, internet digital TV media and intelligent phone media.

(1) Internet media

Internet media include we chat, blog, Weibo or MicroBlog, BBS, QQ and so on.

(2) Internet digital TV

Internet digital TV solves the disadvantages of traditional analog TV and provides people with high definition visual sharing. It is also known as network TV.

Mainly includes: IPTV, TV set-top box, TV player software and so on.

(3) Intelligent phone media

Nowadays, intelligent Mobile phone or the smart phone, a new era of media, is not only a communication tool, but also the Fifth media's main tool.

Using smart phones, people can complete almost all activities in daily life, such as receiving information, watching TV, shopping listening to music, paying and bank transactions, etc.

3. Applications

The rapid development provide great support for the expansion of new media application. From homepage to personalized website, social site, blog to micro blog, WeChat and so on. In addition to the mobile terminals such as tablet computers, smart phones and e-books, new media applications are becoming more and more extensive.

3.1 Applications in publication

At present, the main application of new media in the publication industry is as follows.

(1) E-Book

An E-Book is a handheld reader that digitizes the content such as text, pictures, sounds and images, and then publishes or downloads related content into a storage and display. The information in devices with optical, electrical and magnetic media, and use specific devices to read, copy and transmit.

(2) Digital publishing

Digital publishing refers to the whole process of publication, in which all information is stored in the digital form of binary code in the media such as CD and disk, and the processing and receiving of information is carried out by means of computer or terminal equipment. At present, digital publication mainly includes digital newspaper, electronic book, digital magazine or journal, cartoon, mobile publication and so on.

3.2 Applications in education

Combined with education, new media promotes the reform of teaching mode, teaching system, teaching content and teaching method. It transform traditional education ideas and concepts, and accelerate the modernization and change the monotonous model.

(1) Self learning

Use new media technology for remote teaching guidance, to implement two-way interaction, real-time full interaction. With the help of E-mail, various teaching information can be spread in the form of attachment. For teachers and students to send and receive E-mail for teaching communication. At the same time, the school can also build their own BBS, to be used as a answering system.

(2) Teachers cultivate students absorb

Students are the subject of learning, using new media and new technology for teaching, enable students to use tools and learn to search knowledge and information, so as to achieve autonomous learning and make students change from passive learning to active learning.

(3) Self improve

There are a lot of resources in mobile phone, and there are many mobile phone learning software. It is great benefit to learning and to consult materials for learning. The portability of smart phones and the abundance of resources make mobile phone have great development space. People can increase their knowledge through applications, improve their ability through various knowledge apps, and learn what they want to learn at any time and anywhere.

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3.3 Applications in news communication

With the rapid development of new media, the application in advertising communication has gradually increased, it breaking the time and space constraints, and narrowing the relationship between audiences and advertisements through interactive ways, reducing their resistance psychology and improving the advertising effect to a greater extent. Include mobile phone advertisement, network advertisement, new type TV advertisement.

3.4 Applications in daily life

New media has infiltrated into People's Daily life, from the basic necessities of life to various entertainment activities are inseparable from new media. People use mobile apps to read online novels, play games, browse BBS, social chat and other daily activities, meeting people's needs in all aspects.

Summarize

New media is a relative concept, radio is new media to newspaper, television is new media to radio, and network is new media to TV. Generally, new media refers to the media forms that appear and influence on the basis of computer information processing technology. With the development of Internet, it has extended to mobile terminals such as mobile phones, mobile TVS and tablet computers. Based on this, digital reading, instant communication and mobile commerce have become the trend and are changing the traditional way of life and work.

Prof. Wang Zhongsheng

wzhsh1681@63.com

Contact :

School of Computer Science and Engineering,
Xi'an Technological University,
Xi'an, 710032, China
VK, id506332858
Wechat: diamond-wzs
QQ-mail: 59483672@qq.com