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## The Rising Age of Digital Media

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### Abstract

The study focusses on the evolution in media industry especially the digital media and its impact on the traditional media mainly newspaper. Ever since its inception, digital media has turned to be a threat to the traditional media like newspaper, magazine or other print media. Due to easy availability and accessibility of instant news and content on digital platform, people have developed an inclination towards digital media. Here through the study, issues like gaining popularity of digital media in comparison to the traditional media has been discussed. Apart from this, various aspects of digital and traditional media including its growth, impact on current generation has also been discussed.

### WHAT IS TRADITIONAL MEDIA?

Traditional Media also called as Old Media has always been considered as weekly or daily newspapers. Meanwhile, Radio or TV are also considered as part of traditional media as it is being operated to a schedule. Traditional Media is also known as legacy media.

### Examples of Traditional Media

Given below table showcase a few examples of traditional media:

Traditional Media Examples	
Newspapers	Brochures

Radio	Telephone Directories
Magazines	Television
Public Service Announcements (PSAs)	Billboards
Direct Mail Advertising	Mail Order Catalogs

## WHAT IS DIGITAL MEDIA?

Digital Media is something that deals with web such as social networking sites, digital applications, news portal etc. Digital Media is also known as new media or new age media.

### Examples of Digital Media

The given below table showcase a list of examples of digital media and their definitions:

Digital Media	Definition
<b>EBooks</b>	eBooks are different than the traditional books. It can be read with the use of internet. It can be played on personal devices like mobile phones or laptops etc. For e.g. Amazon Kindle
<b>Websites and Blogs</b>	Creating your own website and dissemination your information through the blogs using internet is considered one of the primitive way of production and consumption of information.
<b>Holograms</b>	It is a technique to create 3D images using beam of light.
<b>Video Streaming Software</b>	It is a software used to stream live data around the people on web with the use of internet. It is different from video sharing.

<b>Social Media (Facebook, Twitter, Instagram, Etc.)</b>	Social networking sites like Facebook, Twitter, Instagram help people to communicate through the use of software. It is now used for various commercial as well.
<b>Podcast</b>	Podcast is a kind of modern radio show. It is now available on various subjects like comedy, motivation, entertainment, education, news etc.
<b>Augmented Reality</b>	Augmented reality is a bit different from virtual reality. In this technique goggles or any other similar devices are used to get the information reality around you.
<b>Virtual Reality</b>	Virtual reality is a technique that provide three dimensional view or virtual environment just by the use of googles.
<b>Mobile Apps</b>	These are the software installed on mobile phones which helps users to monitor their daily routine activities such as navigation, news alerts etc.
<b>MP4 Audio</b>	It is a technique used to packaged digital audio using computer.
<b>Digital Photos</b>	Digital Photos are created with the use of software which are ready to be printed or reproduced with the use of imaging software.
<b>Online Forums And Wikis</b>	Some of the major examples of Online Forums are Reddit and Quora that solve queries of users on public platform using internet. People post their questions as well as provide their views on certain subjects. It is kind of knowledge sharing platform.

<b>Video Sharing Software</b>	One of the best example of video sharing software is YouTube. It allows people to record their video and upload on YouTube for the public to watch. This software has made everyone their own video producers.
<b>Online Display Advertising</b>	It is a form of digital advertising used to create targeted advertising on web. Now, companies can track the interest of users and advertise accordingly on the online platform.
<b>Wearable Technologies</b>	These are the electronic devices used on our bodies to help monitor our daily activities and provide feedback. Smart watches, smartphones, virtual reality glasses are some of the examples of wearable technologies.
<b>Educational Video Games</b>	Digital media helps to learn various kind of skills through the educational video games. Nowadays, Video Games teaches different subjects and skills.
<b>Webinars</b>	Webinars are mainly the seminars hosted on the online platform using internet. It is a live seminar used for various educational, professional and training purposes. Various other digital features such as chatting, screen sharing, presentation etc. can be used during webinars.
<b>Vlogs (video-blog)</b>	Vlog is a kind of personal diary in the form of video. It is also called as video-blog mainly shared on the online video platforms YouTube.
<b>RSS feeds are (Really Simple Syndication)</b>	RSS feeds are called as Really Simple Syndication. It is a software that help users to get updates from any websites or any other media upon release. It is pushed to the consumer's device soon after it releases.

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## INTRODUCTION

Technology constantly evolves and users are embracing this rapid change from traditional to new media. Users' sudden shift in the way of content consumption has been recorded in recent years. Consumers switch from traditional media consumption including print media - newspaper, magazine etc., to the new media uses such as digital media has created a new set of challenges for the old exiting traditional media.

Digital Media works on various innovative techniques and have the ability to hold and bind the audience for long duration due to diverse content such as not just text but pictures, hypertext, videos etc. Apart from instant updates, digital media also provides opportunity to share instant feedback. Audience can connect and participate in the discussion by commenting below the article on the web pages. Digital media has switched the control of what, when and where to consume directly from the editors to readers or consumers hand. Online content or web content are best example of the same.

Ironically, this is not true with the traditional media as consumers have no or very less option to provide feedback or participate in the journalism. Undoubtedly, large chunk of income is generated from advertisers. The emergence and evolution of digital media has boosted the advertisement as well. Meanwhile, generating revenue in newspaper has become quite costly as compared to digital media. This has created a question mark not just on the physical presence but on the future of newspaper or traditional media as well.

## OBJECTIVES OF THE RESEARCH

- To analyse the changing trend of media consumption.
- To understand importance of new media and traditional media
- To analyse the gaining popularity of digital media

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## REVIEW OF LITERATURE

As per the article of online.maryville.edu titled "The Rise of Digital Journalism: Past, Present, and Future"- "Journalism in the Digital Age has changed rapidly in the late 20th and early 21st centuries. The traditional ideal of journalism was for reporters to serve as independent sources, attempting to deliver the news in a fact-based, objective manner. While this tradition remains intact in some news avenues, increased access to technologies has led to the proliferation of citizen and activist journalists who openly have a bias or point of view, but still attempt to promote that perspective through a lens that includes fair framing, editing, and reporting. Some also take advantage of these technologies to advance propaganda under the guise of news. In addition, the internet has allowed for all of us to become authors: Anyone can create a blog and put an opinion out into the world, where it can go viral without any fact-checking or editing. Journalists in the digital age must operate in a world where the news cycle moves faster. As a result, striking a balance between timely and in-depth reporting is often more difficult."

## THE FUTURE OF NEWSPAPER OR TRADITIONAL MEDIA

An article published in Scroll.in with the title "The future of India's newspapers has to be digital – and it has to be now" focused on an end of Newspaper industry. It stated that if newspapers fail to offers compelling digital based experience to readers, it will surely come to an end. Further, the article quoting a 2019 report of Media and Entertainment, mentioned, ‘The accounting and professional services firm KPMG expects circulation revenues to fall for the first time in years. Advertising – the main source of revenue – is stagnant, expected to grow just 1.5% (in an overall advertising market projected to grow by 13.9%).’

## WHY IS DIGITAL MEDIA GAINING POPULARITY?

As mentioned above, audience is embracing this sudden switch from traditional media to new media. With the advent of digital media, information has become more accessible and accurate. Digital media offers customized way of news or information as per user's interest and preference

which is not in the case of newspaper. Nowadays, users prefer to track updates while commuting to workplace or college. A lot of users' nowadays set alerts on social media platform or Google News as per their interest. Digital media has taken over traditional media. E-Newspaper has become an easy substitute of Newspaper due to its easy accessibility. Social Media Platforms and Mobile Apps has also become first preference of consumers when it is related to getting information or news updates. One more factor of rising trend of online news in comparison to newspaper is free delivery of online content. This clearly shows the gaining popularity of news aggregators over newspapers. The Newspaper industry need to work on various aspects like offering digital media like advantages to the readers to bring back its lost charm.

## CONCLUSION

Digital media has clearly impacted the users especially the current generation. Digital media being more accessible and easily carried everywhere in the form of smartphone or tablet, has become first choice of consumers. Now, users don't have to wait for the next morning to get the breaking news or updates as digital media provides 24\*7 latest updates in the form of online media. On the other hand, free access of information is like ice on the cake if compared to costly newspaper prices. Customisation and user friendly techniques makes the digital media more popular. Instant feedback from readers or viewers is another benefit that digital media provides. Consumers can easily interact with their favorite journalists or authors by sharing their views in the comment section in the blog, article, news or videos on the online platform which adds up to the growing future of digital media.

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