



NEW MEDIA ?

- New Media through Internet
- Accessible on any digital device
- A defining characteristic of new media is dialogue

IN OTHER NAMES:

- COMPUTER-MEDIATED COMMUNICATION
- INTERACTIVE MEDIA
- ELECTRONIC MEDIA
- DIGITAL MEDIA

Examples of new media ;

- ❑ Websites,
- ❑ ONLINE radio, newspaper,
- ❑ blogs,
- ❑ wikis,
- ❑ video games ,
- ❑ social media.





Six Main Characteristics of New Media

A dark grey background with several translucent, glowing bubbles of various sizes scattered across the top and bottom edges. The bubbles have a soft white highlight on their upper-left side, giving them a three-dimensional appearance.

A critical Introduction by Martin Lister, Jon Dovey,
Seth Giddings, Iain Grant, and Kieran Kelly.

- Digital
- Interactivity
- Hyper textual
- Virtual
- Networked
- Simulated

1.DIGITAL

DIGITAL VS ANALOGUE



FILM

vs.

DIGITAL



DIGITAL



- SYMBOLIC REALISM OF MATHEMATICS
 - LIGHTS AND SOUNDS ARE CODED INTO SIGNALS
-
- MEDIA DATA IS TRANSFORMED INTO BINARY CODES. BINARY CODE ALLOWS PEOPLE TO ACCESS DATA IN A WAY THAT IS EASIER AND FASTER.
 - EVERYTHING DIGITAL IS MADE UP OF BINARY CODE – OR ZEROS AND ONES.
 - THE DATA CAN BE FOUND AS AN OUTPUT.
 - THESE OUTPUTS ARE TO BE DECODED AND RECEIVED AS SCREEN DISPLAYS.

ANALOGUE

- ANALOGUE IS A GREEK WORD THAT, IT IS A PROPORTION OF **MATHEMATICS**.
- ALL INPUT DATA IS CONVERTED INTO ANOTHER PHYSICAL OBJECT.
- CREATION OF NEW OBJECT,
BY THE LAW OF **PHYSICS** AND **CHEMISTRY**



Interactivity



❖ POWERFUL SENSE OF USERS
ENGAGEMENT WITH MEDIA
TEXTS

eg, computer games, etc.,

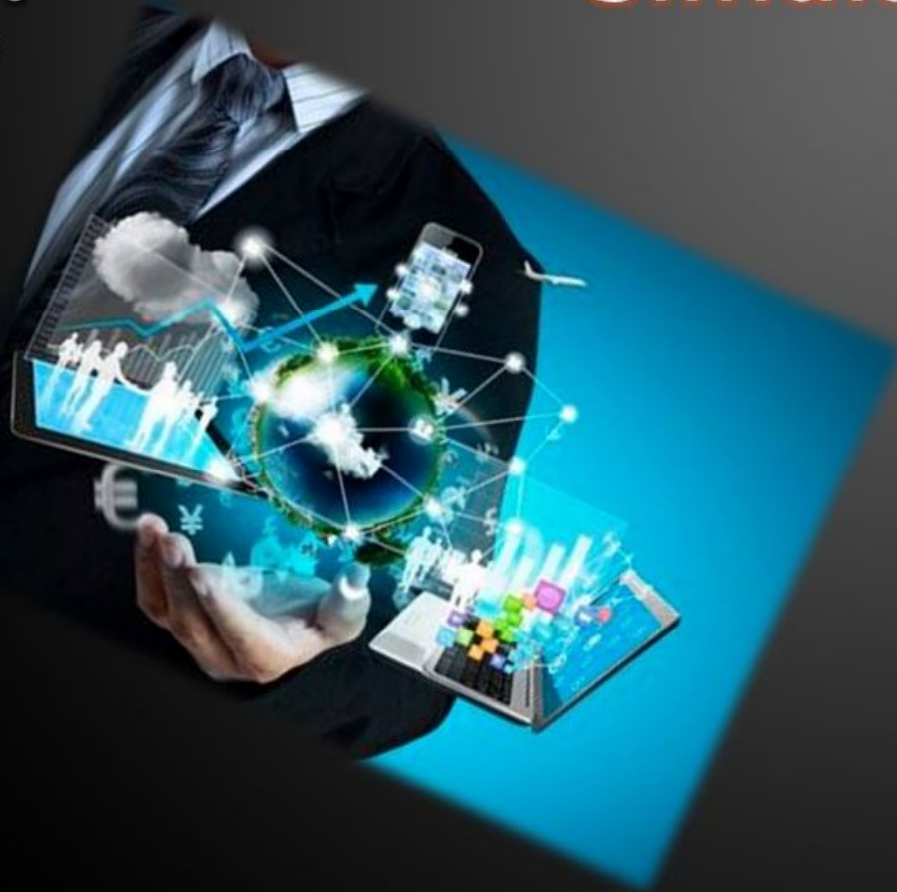
Virtual



Networked



Simulated





THANK YOU