

The Changing Form of Media with The Advent Of New Technology: An Analytical Study

Dr. Pooja Singh^{1*}

^{1*}Assistant Professor, Department of Journalism & Mass Communication, Vivekananda Global University, Jaipur
Pooja.singh@vgu.ac.in

Abstract

Along with the effectiveness of the media, its production, access, consumption, dissemination and distribution have completely changed. New technology has added many new aspects to it. New experiments in digital have forced traditional media to change as well. In the new era, mobile phones have got rid of many expensive and heavy equipment. Where earlier five men were needed for live broadcasts on television, it has been reduced to smartphones. Technology has not only changed man but it has changed the entire media technology. Now the entire online broadcasting van can be carried around in one's pocket. Not only this, the need for cameramen has also been eliminated by mobile phones. The Internet has made media accessible. Traditionally, only selected people had the right to speak in electronic media, social media has changed this paradigm as well. Now even the traditional media must come on social media to express their views. It has also led to the personalization of media consumption. Now the convenience of viewing media content of choice has given the media an opportunity for recommendation engines and targeted advertising. The media has also reinforced data-driven insights through the Internet. Media companies have also benefited from Internet-based technology in collecting and analyzing vast amounts of user behavior, preferences, and engagement data. New technologies in media such as content creation, distribution as well as monetization have enabled media companies to make data-driven decisions.

Keywords: Media, New Technology, Electronic, data, internet, digital channels, OTT, TRAI.

Introduction

Technology has brought many changes to the media. Media includes all mediums of mass communication, but technology has changed the whole form of journalism. It is obvious that the present form of television journalism today was not the same as 20 years ago. New technology has completely changed television journalism. Journalism is completely related to the speed of news and its factuality. Technology has greatly influenced television journalism in both these areas.

Science has changed the world around us. The ground of scientific competence for these communications technologies includes, for example, the centuries-old investigations of electromagnetic phenomena and photokinesis (Winston, 1998). Media creates a kind of data in front of us based on new technology. When this data starts appearing, it gives birth to a debate. Data visualizations fit this medium well because they create visual snapshots of complex ideas. Acquiring visuals through the "social web," consumers add both their critiques and analysis by posting comments and sharing the images online. A quick web search for "data visualization" produces results on everything from scientific data to mentions of Barack Obama on Twitter (Gordan and Mihailidis, 2016).

Access to news on mobile phones and customized content selection has posed a huge challenge to television journalism. It has also made customization of content easier. New technology has also helped television journalism with the rise of 'short form' videos. New technology has created a new platform to express oneself using social media. YouTube, Instagram, and Twitter have also given new conveniences to the media platform and have also become a challenge. For social scholars, the new mix of media and technology has given new texts of research and thought. These are the routes through which social researchers of media technologies have reached the current plateau of an emergent community of scholars with some common insights and aims. They have fended off the slippery presumption of technological determinism and legitimated media technologies as a worthy object of scholarly analysis. (Gillespie, Boczkowski and Foot, 2014).

Smartphones have broadened the experience of watching the news on the move. New technology has forced not only television journalism but also OTT platforms to create content according to the small screen. Along with engaging the audience with the media through their applications, these media houses are bound to share their videos on social media as well.

New technology has completely transformed television journalism based on a more interactive and dynamic news experience. Digital tools for gathering news and new software for editing it in newsrooms have changed the roles of media workers. The new conditions have simplified the work and added mobility. The consumption of virtual and augmented reality has transformed media. Now along with the news-producing media houses, the entertainment industry has also started creating content for the audience which keeps the audience at the center and is more engaging and interactive. These are the new experiments that technology has made possible.

Recently, The New York Times produced a virtual reality documentary that introduces viewers to the geography of Syria using graphics to explain the conflict. This feature removes the visual constraint of the news, bypassing the limitation of going to shoot in Syria.

New technology has had a significant impact on television journalism, completely changing the tools for gathering, producing, and consuming news. As technology is changing, television journalism is surprising us with its innovation. Now voting on Twitter, questions asked in comments during Facebook Live have become questions asked on the actual channel. It is giving us a real sense of technology as well as the power of the internet. It is not just the virtual and technical side but it gives us an understanding of the extent of the impact and impact of the internet on the entire media landscape.

Statement of the problem

In this research, an attempt has been made to know whether technology has really changed the nature of media or is only affecting it. The research also attempts to measure the areas in which technology has led to improvements and quality in the media. The proposal looks at the digital availability of media and the interference of technology in relation to the audience. Technology has increased the socio-demographic influence of the media and is creating a new landscape.

Justification of Study

The figures released by TRAI in 2021 for the use of the 'Direct to Home' service in India are interesting. Releasing data, the organization said that between July and September 2021, about 1.5 million viewers of DTH have decreased. This is 1.4 pt of the total DTH viewership in India. This drop is too much. The figure has gone down to 68.89 million from a total of 69.89 million. This indicates that the audience who are accessing media through smart television and not just mobile phones, do not want to depend on cable television and DTH. This research has given us the scope that the intervention of technology in the media should be understood in a comprehensive manner.

Research Objective

Technology has many dimensions. It does not depend only on the hardware or software used. The kind of technology that has come into the media has also affected the audience with the idea. Content of choice and access to information at any time has given convenience to the viewer as well as comments and reports have made the media interactive. Technology has reduced the reliance on big cameras and OB vans as hardware. The software has changed the methods of reporting and the formats of ingest, edit, run, and studio On-Air through newsrooms. This research seeks to discuss such a change.

Research Objectives

- To investigate how technological changes and updates have brought about external changes in media, especially journalism. The use of hardware and communication technology is special in this.
- Figuring out how the media has taken advantage of the Internet? How has the behavior of the audience changed after the technological and communication changes in the media?

Review of Literature

Media has changed its technology very fast. The Internet has helped in its spread. Traditional media and the Internet are in a state of conflict and dialogue. Sometimes it seems that both are helping each other and sometimes it seems that both media are in competition. Still, the facts say that the audience is in an advantageous position. They are exposed to both types of media and are ready to take advantage of the power of technology.

Media has progressed very fast. Now it has reached new experiments through telegram and radio. Understanding the interaction of the positive effects of supervening necessity and the brake of the 'law' of the suppression of radical potential is crucial to a proper overview of how communications technologies develop. Constraints operate to slow the rate of diffusion so that the social fabric in general can absorb the new machine and essential formations such as business entities and other institutions can be protected and preserved (Winston, 1998). The combination of science and technology has made the media so effective that it is not only changing our day-to-day lives but has also been able to create an impact on our political thinking. Technologically changed form of media has increased citizen participation and this is a positive change. Finally, civil society is that set of organizations and less-formal networks and groups that bring people out of their private domains and involve them both in directly solving common problems (with or without the government) and informing the public opinion that can influence the state (Gordan and Mihailidis, 2016). So, while many scholars in the field of communication and media studies do now address information technologies, most have done so in ways that enact, either explicitly or by omission, a deterministic understanding of technology as one of the following: the intervening

variable that explains a measurable change, the historical catalyst that explains a social shift, or the tool with which passive audiences can finally succumb to or resist the tyranny of mass culture. (Gillespie, Boczkowski and Foot, 2014).

The newsroom acts as the heart of television journalism. From here all the news is controlled, planned, and broadcast. In terms of technology, India also occupies the same place as the developed country of America. It is a fact that, yet, the best research and promotion of broadcast technology is taking place in the United States. The computer has changed its entire technology. The producer uses a computer-based newsroom automation system. There are fewer than a dozen brand-name systems commonly in use throughout the United States. The best known include Autocue from Autocue Holdings; Avid iNews from Avid Technology, Inc.; ENPS (Electronic News Production System) from The Associated Press; NewsKing from Comprompter; and "Open Media" from Dalet. Some newsrooms may have systems from AvStar, NewStar, NewsMaker, DCM (Data Center Management), BASYS, or an earlier Associated Press system called NewsCenter (Kierstead, 2003).

The society prepared by the combination of media and technology is forming its own opinion which the media wants to tell it. Media has a combined form, but on the strength of technology, every media house has created its own culture. It must be said that speed has its own importance in this culture and technology has given this speed to the media. Viewing news organizations as cultures that are created and sustained and which socially construct and enact their own shared realities may be one effective way of trying to understand the role that technology has played and continues to play in those organizations. Beyond struggles of economic survival, the battles between media employing old and new technologies are about new media threatening an established medium's institutional identity, institutional structure, and institutional function, all of which make up the organizational culture. (Meltzer, 2010). The technical proficiency of a reporter has given television journalism a great height. His quick judgment, understanding of journalism and communication, and mastery of technology help him to be the first to deliver information. The fastest way to get a report on air is via the phone, and live pieces can be taken directly into news programs and bulletins. They provide a certain excitement for the viewer/listener (enforcing the fact that the story is so new that there's been no time to set up a satellite feed), and with free basic apps such as Skype, Zoom, or Facetime, TV has an instant visual element too (Stewart and Alexander, 2021).

Man has adopted television on the strength of technology. Its content makers have improved not only the news but also the entertainment quotient based on continuous experimentation. Today, people are watching videos on social media since the culture is taught by television. Of course, cinema also has a role to play in this but news on television is a distinct experiment and has its own nature which is different from cinema. There are many other reasons for watching television, and much research has been performed to determine these reasons. Clearly, the major reason for watching television or for going to the movies is our desire to be entertained. But we watch news shows to be informed. Serious drama and situation comedies help us understand human nature and social interactions (Noll, 2007).

Conclusion

Technology and media are interrelated topics. As technology develops, media is sure to develop as well. Technology is not only serving us fast-paced information and entertainment with more clear images, but on the strength of its technology, it is also providing us with a platform for accurate information. With the speed with which fake news and rumors have made their way through the cyber world to television, surely technology is helping to weed out such unverified information. Today, television's reliance on software is not just for compiling news or making entertainment programs, but technology is also providing tools to catch misinformation and context. The juxtaposition of media and technology is timeless and will always be

References:

1. Staff, exchangeofmedia (2022). DTH, cable TV players lost 1.5 mn active subscribers during Jul-Sep 2021: TRAI, DoI: <https://www.exchange4media.com/media-tv-news/dth-cable-tv-players-saw-decline-of-15-mn-active-subscribers-in-jul-sep-2021-trai-117798.html>
2. Winston, Brian (1998). Media, Technology and Society, A History: From the telegraph to the Internet. pp. 18-120.
3. Gordon, Eric and Mihailidis, Paul (2016). Civic Media: Technology, Design, Practice. pp. 31-169.
4. Gillespie, Tarleton; Boczkowski, Pablo J and Foot, Kirsten A. (2014). Media Technologies, Essays on Communication, Materiality, and Society. pp. 2-5
5. Keirstead, Phillip O. (2003). Computers in Broadcast and Cable Newsrooms Using Technology in Television News Production. pp. 18
6. Meltzer, Kimberly (2010). TV News Anchors and Journalistic Tradition, How Journalist adapt to Technology. pp. 18
7. Stewart, Peter and Alexander, Ray (2021). Broadcast Journalism: Techniques of Radio and Television News. pp. 106
8. Noll, Michael (2007). The Evolution of Media. pp. 68