New Media

Teacher's Workbook Checklist	
Date	
There are no gaps in workbook; all activities/ boxes are complete	
All AO3 points are well explained and written in full sentences (50-100 words for each point)	

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The New Media	
- In 2001/02 49% of UK households had a computer. In 2007, in was 70%. - In 2006 57% of UK households had internet access. In 2007 this had increased to 61%. - In 2006, 59% of adults accessed the internet everyday or almost everyday. In 2007, this increased to 67%. - In 2001/02, 43% of households had a satellite, cable or other digital TV receiver. - In 2006, this had increased to 70%. - In 2007, this had increased again to 77%. - In 2012, all UK households will have to be digital if they want to watch TV.	

Jenkins (2005)	Cultural Convergence

Features of New Media		
Digitality		
Interactivity		
	Participatory culture	
	Collective intelligence	

Hypertextuality	
Dispersal	
Virtuality	
AO2	

Who uses New Media- Digital Divide	
Social class inequalities	
Age differences	

Gender differences	6
Location, global digital divide	

The effects of new media and new technologies on traditional 'old' media

Changes influencing traditional media

- Cheaper, more mobile and widely accessible digital technologies like smart phones, smaller video cameras, satellite video phones, email, social media

- Expansion of live coverage- mobile phone pictures and video recording

- New media being used to form traditional media- blogs; online newspapers and magazines; newspapers and magazines using the internet for research and ideas; commentary and criticism on news reports; reviews

- Online criticism of mainstream news output

- Online newsrooms in traditional media

- Engagement with the interactive aspects of new media- email, social networks, professional journalist blogs and online feedback on traditional media articles

The effects of changes on traditional media		
Biven (2008)	The above changes have led to significant changes in the traditional journalism of old media	
	1. **Shifts in traditional news flow cycles**	
	2. **Heightened accountability**	
	3. **Evolving news values**	

Reuters Institute for the Study of Journalism	
McNair (2006) Reduced power of ownership	
Philo (2012)- agenda setting	

Biven (2008)-shift in power (quoting BBC deputy editor Daniel Pearl)	
The rise in churnalism and infortainment	
Changing relationship with media audience	

The New Media Debate		
The significance of new media in contemporary society		
Curran and Seaton (2010) suggests there are to general views on the new media's significance in contemporary society 1. **Cultural optimists view (neophiliacs)-** new media has a positive role in society; they like, embrace and adapt to new technology and are avid users of new media 2. **Cultural pessimists view**- negative view of the impact of new media in society		
Cultural optimistic view/ Neophiliacs **(New media has positive role in society)**	1. **More informed consumers, wider choices and more user participation**	
	2. **Greater democracy**	

	3.	**More access to all kinds of information**	
	4.	**The world becomes a global village**	
	5.	**Social life and social interaction becomes enhanced**	

Cultural Pessimistic view (Negative view of the impact of new media in society)	1. Problems of the validity of information	
	2. Cultural and media imperialism	

		3. **A threat to democracy**	New media corporations threaten democracy and the impact of the digital divide, restricts access to new technologies, particularly amongst the poorest and oppressed people in the world
			The power of unelected commercial companies: the sovereigns of cyber space	
			Censorship and control	

	4.	**The lack of regulation**	There is a lack of regulation of the internet . The global nature of the internet makes it difficult for national bodies such as Ofcom to regulate it. However there are some countries which have attempted to control/ censor the use of new media, particularly the internet to preserve their authority. • The Burmese government closed down the net during the anti-government protests of 2007. • Google has been accused of bowing to political pressure from the Chinese government. • In 2008 Pakistan's government closed down Facebook, because it found some of its material offensive.
	5.	**Commercialisation and limited consumer choice**	**Croteau and Hoynes (2003)** found that people were spending more and more time online, but they were visiting fewer websites. The big business websites run by big business, receive far more hits because their names are more familiar and they frequently pay to come top of the search rankings. The smaller sites are unknown and seldom visited.

	6. **Increasing surveillance**	
	7. **The undermining of human relationships and communities**	

Item C

Much sociological research on the mass media focuses on the production of the news. It is argued that the news is not an objective account of events that is simply reported and broadcast. Instead, the news is a production, a complex construction put together by journalists and editors which reflects their particular views of the world. Developments in new media and digital technology, for example mobile phones and multi-channel TV, have made the news more immediate and accessible than ever before to a wider and more diverse audience.

One of the factors involved in determining or shaping the content of the news is referred to as 'news values'. These values aid the decision-making process for editors and journalists, and help them to decide which stories to include in, and which to leave out of, a newspaper or programme. Such values are further evidence that news is not objective and neutral, but a product of decision-making.

Using material from Item C and elsewhere, evaluate how the new media have affected the role of the mass media in society today. (18 marks) (20 marks: New Specification)