

The significance of new media in contemporary society: The new media debate



To discuss and evaluate the significance of new media in contemporary society including the cultural pessimists and cultural optimists views

The significance of new media in contemporary society: The new media debate



Cultural optimists (neophiliacs)

Positive view of the role of
new media in society

They like, embrace and
adapt to new technologies

Cultural pessimist

Negative view of the impact
of new media in society

The new media debate:

Cultural optimists

More informed choice:

- 500 digital and terrestrial TV channels
- Numerous social networking sites
- Access to information, complaints, reviews of anything that interests them from a range of devices

Greater democracy:

- Consumers have more power, building more democratic societies.
- Greater opportunities to report, criticise and comment than ever before.
- Social movements/ activist can use new media to spread their values/ ideas / course and gain a following (build support).
- Public outrage can make govt. accountable.
- Can be used to fight oppression and corrupt regimes across the world

The new media debate: Cultural optimists

More access to all kinds of information:

- Access to high culture
- Social media has made information more accessible/
bought attention to experiences, events, products
- Consumers can sources information themselves
without waiting for someone

The world is becoming a global village:

Users around the world can interact and communicate
The world is one global village promoting global diversity
and promoting greater understanding between cultures

The new media debate: Cultural optimists

Social life and social interaction is enhanced:

- Postmodernist see new media as contributing to increased diversity and choice
- New channels for communication and interaction
- Alternative identities can be created used to express themselves

<https://www.youtube.com/watch?v=Y4MnpzG5Sqc>

KONY 2012



**NOTHING IS MORE POWERFUL THAN AN IDEA
WHOSE TIME HAS COME**

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<https://www.dailymail.co.uk/news/article-7789693/Lily-Allen-DELETES-Twitter-account-amid-furious-backlash-saying-Tories-won-UK-racism.html>

Lily Allen DELETES her Twitter account amid furious backlash and a spat with Piers Morgan after claiming Boris Johnson won because 'racism and misogyny run so deep' in UK

- The singer is a staunch Corbynista and has been batting for Labour this election
- She posted message on Instagram this morning accusing Britain of being racist
- Social media users savaged her claim in a furious backlash at the popstar
- This afternoon, her Twitter account vanished and critics ridiculed her

By [SEBASTIAN MURPHY-BATES FOR MAILONLINE](#) and [JACK ELSOM FOR MAILONLINE](#)

PUBLISHED: 15:43, 13 December 2019 | **UPDATED:** 18:48, 13 December 2019



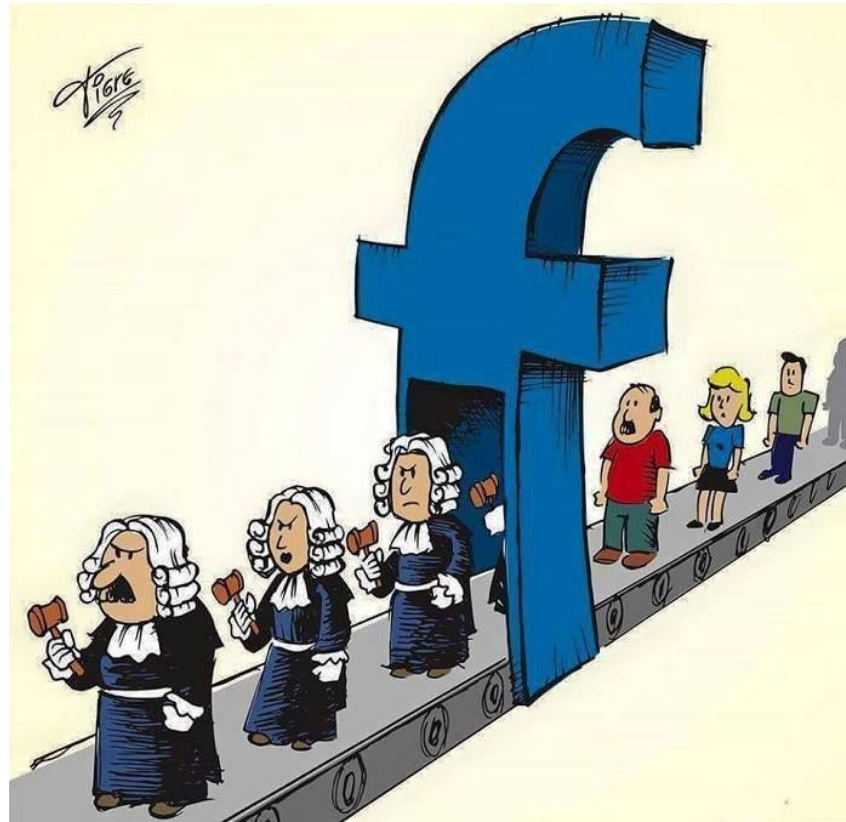
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The court of public opinion



Blogging



***Citizen Journalism:
Public collect and report news***

Task:

Read and highlight p 263-266TB

Fill in p. 12-13WB

The new media debate: Cultural pessimists

Problem with the validity of information:

- Misinformation becoming viral with
- Information being faked/ doctored (photoshop)

Cultural and media imperialism:

- Imposition of western culture on non-Western cultures
- Americanisation of new media

The new media debate: Cultural pessimists

Threat to democracy:

- The digital divide- some disadvantaged groups may not have their opinions heard
- The power of global corporations is increased- Amazon; Facebook; Google; Apple; Microsoft
- They can stifle freedom of expression- Google blocking searches from search engine
- Oppressive regimes monitor and censor new media- China and Iran
- New media faces govt. censorship and surveillance- emails, social networking sites, search engines
- Majority of news consumed online comes from established news corporations and broadcasters

The new media debate: Cultural pessimists

The lack of regulation:

- Cyber crime can flourish- child pornography; fraud; internet crime; identity theft; money laundering; hate crimes (racism); undesirable media representations; terrorist groups using social networking site to recruit
- Cyber bullying has increased

Commercialisation and limited consumer choice

- Social media being used to advertise for global corporations- social media influencers
- Cookies- storing information about consumer preferences and targeting advertising to these consumers
- There's no real increase in consumer choice- digital divide; dumbing down; infotainment

The new media debate: Cultural pessimists

Increasing surveillance :

- Court of public opinion- social media being used to expose hate crimes, racism
- Police using it to catch criminals
- Court of public opinions- professionals being dismissed for gross misconduct for misuse of/ inappropriate social media posts which have brought their company/ profession/ into disrepute.

The undermining of human relationships and communities:

- Increase in social isolation- people may lose the ability to communicate in the real world as they spend less time having quality conversations with friends and families
- Loss of social capital- the social networks of influence and support people have

<https://www.theguardian.com/world/2013/jun/09/edward-snowden-nsa-whistleblower-surveillance>



ia Australia Middle East Africa Inequality Global development

This article is more than 6 years old

Edward Snowden: the whistleblower behind the NSA surveillance revelations

The 29-year-old source behind the biggest intelligence leak in the NSA's history explains his motives, his uncertain future and why he never intended on hiding in the shadows

● [Q&A with NSA whistleblower Edward Snowden: 'I do not expect to see home again'](#)

Advertisement

An advertisement for a small black electronic device. A hand is shown holding the device, which has a blue antenna, a green audio jack, a USB port, and a yellow label. The text below the image reads: 'Never Pay For TV Ever Again'. Below that, it says: 'Never Pay Another Cable Or Satellite Bill Ever Again With This Device. Get Unlimited TV.' There is a play button icon on the left and a right arrow icon on the right.

<https://www.theguardian.com/us-news/ng-interactive/2019/sep/13/edward-snowden-interview-whistleblowing-russia-ai-permanent-record>

<https://www.bbc.co.uk/news/uk-50370667>

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Bullying: Fifth of young people in UK have been victims in past year - report

🕒 11 November 2019

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<https://www.bbc.co.uk/news/education-48692953>

[Family & Education](#) | [Young Reporter](#) | [Global Education](#)

England's schools 'worst for cyber-bullying'

By Sean Coughlan
BBC News family and education correspondent

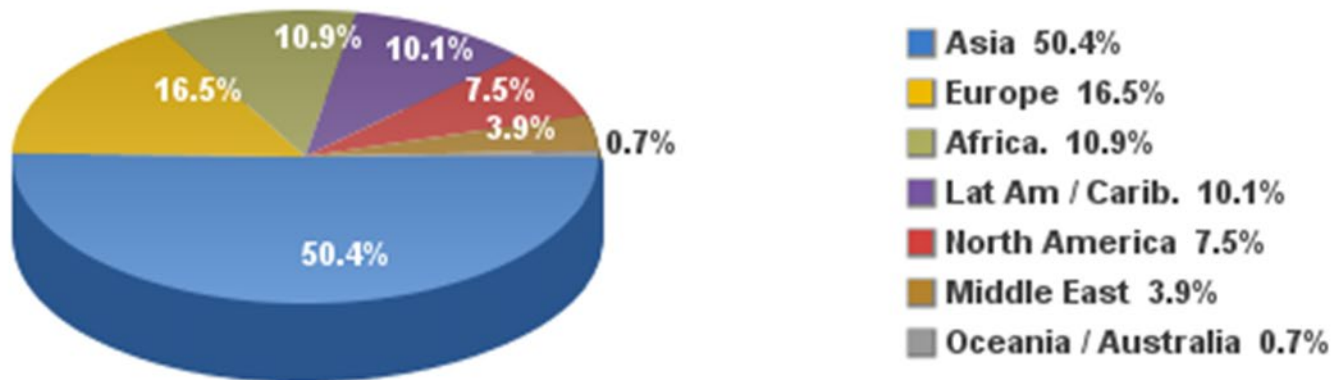
🕒 19 June 2019

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The digital divide

Internet Users in the World by Regions - March, 2019



Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,346,561,853 Internet users in Mar. 31, 2019

<https://twitter.com/THEEEhottie/status/1247681976770822145>



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Policeman who mocked 'millionaire' Gary Lineker for 'never having needed the NHS' is found guilty of misconduct over vile racist tweets

- PC Edward Pitt, who worked for West Midlands Police, posted racist comments
- The officer made series of vile tweets between June 2017 and December 2018
- A misconduct hearing was told of 12 separate tweets from social media account
- Included one about Trinidadian rapper Nicki Minaj and the Windrush scandal
- Has now been told he will never be able to work for West Midlands Police again

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PRODUCT OF THE YEAR

<https://www.personneltoday.com/hr/first-twitter-tribunal-case-offers-lessons-on-social-media-at-work/>



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First Twitter tribunal case offers lessons on social media at work

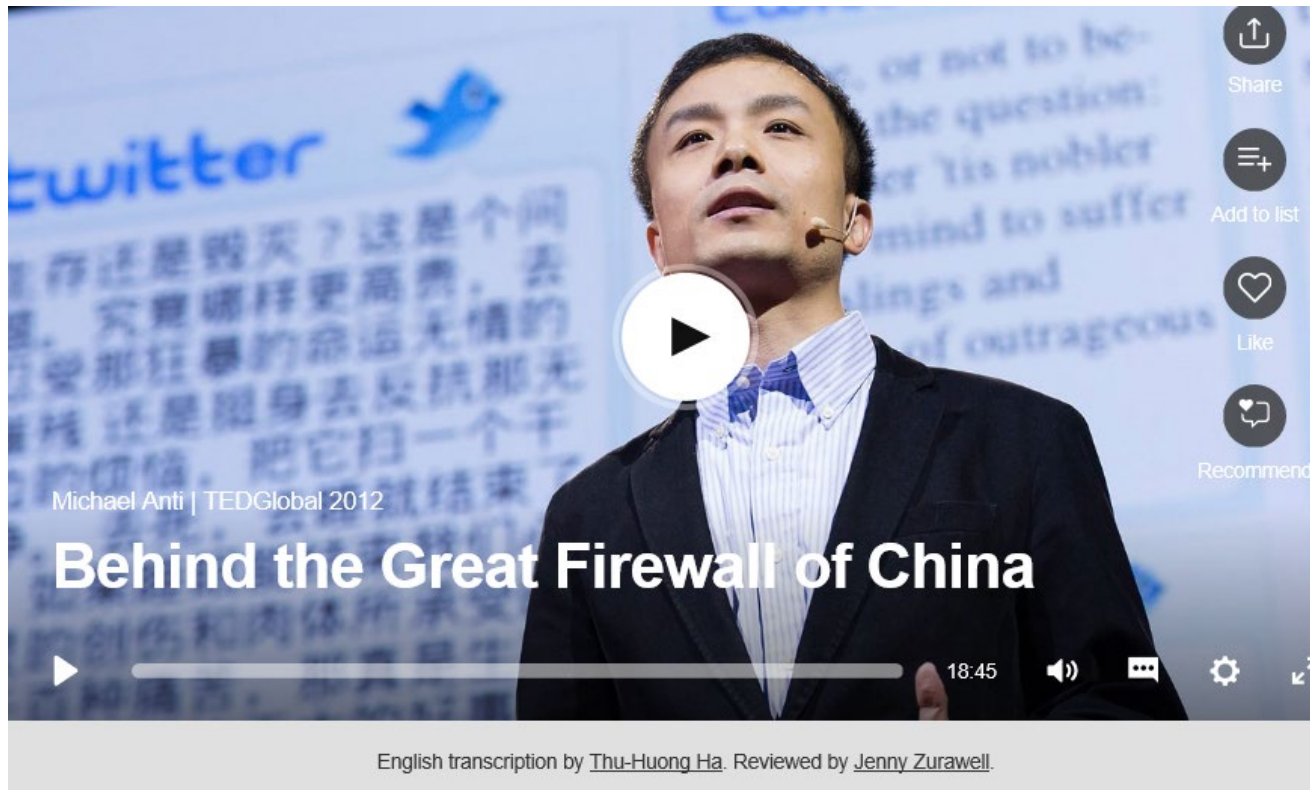
By Alan Delaney on 23 Jan 2015 in Social media, Employment law, Case law



Photo: Quka / Shutterstock.com

In December 2014, the Employment Appeal Tribunal (EAT) considered the misuse of Twitter by an employee for the first time. The decision gives employers plenty to think about in relation to the use of social media at work.

Regulating (control of) New Media- A02



[https://www.ted.com/talks/michael anti behind the great firewall of china](https://www.ted.com/talks/michael_anti_behind_the_great_firewall_of_china)

Regulating (control of) New Media- A03

BBC RADIO 4 Six O'Clock News

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26/03/17 Rudd: WhatsApp must not be "place for terrorists to hide"

The Home Secretary has increased the pressure on internet companies after the Westminster attack, warning them not to provide a secret place for terrorists to communicate.

Available now
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Privacy vs regulation

What are your thoughts?

Task:

Read and highlight p 266-269 TB

Fill in p. 14-17WB

AFL

Outline and explain two negative effects of new media in contemporary society (10 marks)

Outline and explain two ways in which the new media may be creating a global popular culture.
[10 marks] (Jun 2017)

AFL

2 0

Read **Item M** below and answer the question that follows.

Item M

The new media are changing the way in which members of society interact with the media and with each other. New media users are no longer passive receivers of information and can be producers as well as consumers of media. However, new media content may not always be valid.

Applying material from **Item M**, analyse **two** ways in which the new media may affect the political process.

[10 marks]

Item B

The new media have enabled ordinary people to access and report, criticise, comment on and share more news and information than ever before. This has promoted a culture of questioning, challenging and holding to account the power, decisions and actions of elite hierarchies, governments and other organisation. Ordinary people consequently have more power in society.

Applying material from Item B and your knowledge, evaluate the impact of the new media on contemporary society (20 marks)

Homework

1. Consolidation cards: the new media debate
2. Year 1 consolidation timetable
3. Wider reading logs