

The New Media and the Traditional Media in Journalism Practice: An Assessment

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ABSTRACT

In this era of digital technologies everything is just a 'click' of button. The emergence of new media has made information to be easily accessible. The new media provides a fast and easily platforms for advertising of products and it is gradually replacing the traditional forms of advertising and making it an old fashion, the traditional media forms of advertising which is more credible and authentic are turning old fashion in front of new media since new media is convenient, easy to access and affordable. These have endangered the survival of traditional methods of advertising. Based on this, this study tends to compare traditional media and new media in terms of advertising. The study is anchored on new media theory, findings of this study is that people prefer new media forms of advertising than traditional media, secondly traditional media is more credible and authentic than new media in terms of advertising, therefore, this study recommend that the both mix media should be used in advertising to attract audience of different types and locations.

COMPARATIVE ANALYSIS OF TRADITIONAL MEDIA VS NEW MEDIA

Today, media has become a public domain where people get their daily information messages and happening right in their doorsteps. Media industry is rapidly changing giving room to new media as a result of revolution. New media has made communication a two – way thing, faster and as well cheap to

operate. Therefore, it is impossible to predict where the world of media is heading to but what is sure is that it will continue to evolve as new technologies are developed, and new ways of communication are created and the best way to stay ahead of curve is to be open to change and embrace new technologies as they come.

The key areas covered in this study;

- What traditional media is all about
- What new media is all about
- Differences between tradition media and the new media
- Comparison of traditional media and the new media

WHAT TRADITIONAL MEDIA IS ALL ABOUT

Traditional media is any form or type of content that is distributed through established channels. These channels have been around for many years and typically well-known and trusted by consumers. Some examples of traditional media channels include film, television, and radio and print publishing. It could also say to include all outlets that existed before the internet, such as newspapers, magazines, TV, radio and billboards. Traditional media can be accessed without internet provider or network obstruction, that is to say that traditional media is not dependent on internet to function.

Many business companies have relied on traditional media channels for years, traditional media channels can be highly effective and for many business, they account for the entirety of the advertising budgets.

Due to large advertising budget of traditional media channels, and because of the new popularity of the new media, businesses are starting to diversity their marketing strategies to include using new media which results to less usage of traditional media channels.

WHAT NEW MEDIA IS ALL ABOUT

New media is described as communication technologies that enables or enhance interaction between users as well as interaction between users and content. It can also say to be those types of media that use digital technology (e.g. Social media and the use of the internet) this is as oppose to old media or traditional media which refers to traditional forms of media such as print media (eg. Newspapers and magazines, television and radio. New media is also known as multimedia or digital media relies on digital means to communicate. The rise of new media has increase communication between people all over the world and the internet. New media has allowed people to express themselves through blogs, websites, videos, pictures, and other user – generated media. Every day to day we stay in touch with our loved ones, discover and engage in your interaction and keep up with the news. You may use it to study for school and you may work remotely once you graduate new media have invariably shaped the contemporary society to a very smaller society. Now different forms of technology have enabled different types of communication to come into daily use. Affordable personal computers and mobile phones are relatively new technologies that have facilitated new types of communication, particularly text massaging. The most innovative technology that have appears in the last 20years is undoubtedly the internet.

EXAMPLES OF NEW MEDIA

- Websites
- Social media network, such as Facebook, Instagram, Twitter, Snapchat, and Tiktok.
- Email
- Blogs

- Music, film and television streaming services such as Netflix, Hulu, Amazon Prime Video and Disney.
- Visual and augmented reality games.

New media channels of communication offers two-way communication while traditional media offers one-way communication. This is because the audience in new media channels has opportunities to voice their opinions out.

ADVANTAGES AND DISADVANTAGES OF TRADITIONAL AND NEW MEDIA

Both traditional and new media have their own advantages and disadvantages;

- Traditional media have the advantage of being well-established and having a wide reach. It is also generally has more credibility than new media. As it is seen as being more trustworthy and less biased. However, traditional media can be quite expensive to produce and distribute, and it can be difficult, and it can be difficult to target a specific audience.
- New media has the advantages of being more affordable and easier to produce and distribute. It is also more accessible, as people can access it from anywhere in the world with an internet connection. Additionally, new media is often more engaging than traditional media, as it encourages active participation and interaction. However, new is less credible than traditional media, as anyone can produce and distribute it.

THE DIFFERENCES BETWEEN TRADITIONAL MEDIA AND NEW MEDIA

- Traditional media generally offers a wider audience pool, new media allows for more targeted distribution. However, even the best of pitches distributed to the best of media outlets are still going to hit the broader

audience than you originally set out to target. After all, that's half the reason why traditional forms of media were so coveted in the past.

New media on the other hand, gives pros the opportunity to really target their message selecting everything from the demographics and geography of an audience to the time of day the post will go live.

- New media is immediate while traditional media can be delayed due to press times.

Traditional media tend to have a longer timeline than new media. New only can press times.

Traditional media tend to have a longer timeline than new media. New media slows time due to press time, pieces for traditional media tend to take longer to put together (I think of all those hours drafting and distributing a pitch, connecting reporters with sources and providing useful imagery). But new media posts are generally shorter, usually means that it takes less time to put together them and can be published immediately.

- Traditional Media pieces are more final, while new media pieces are dynamic.

For the most part, once a story is published on a traditional form of media, it is final. If you are lucky, the reporter you worked with on a story may be willing to make changes after the fact to an online piece, but if your story hit newsstands or went live on television or radio, chances are too late. But in new media, it is a form of owned media, you have the control to make updates whenever you need to. PR Pros have the freedom to issue retractions, edit posts after they are pushed live or even delete

messages entirely. There is absolutely no delay between the time a change is needed and when it reaches audiences.

- New media offers more control over the message than traditional media. Similar to the above, where the PR pros controls the publication date and time of a new media post, new media offers greater control over the message. All through you can't control how the public will respond once the message is out there, you do not have the opportunity to control what is said in the first place in traditional media.
- New media is a two-way conversation, while traditional media is one – way conversation. The typical flow of a traditional piece looks a lot like this. The PR pros pitches the story, the reporter publishes the story and the public reads the story, the cycle ends there, until it begins again. But in new media, the public has the opportunity to voice their opinions.
- New media is hypertextual. New media is hypertextual, which is also known as “links”, it is a common feature of the internet that allows users more ease and freedom over how they browse different sources of information. But traditional media is much more inflexible.

REVIEW OF LITERATURE

In this study of comparative analysis of traditional media vs new media, looking at this topic from the ‘Traditional Advertising Media, advertising’. It is stated categorically that both traditional media and new media are important, but their usage in terms of advertising depend on the organization, they want as choice, and their audience target, because the both media has advantages and as well disadvantages and according to

the media, traditional, media is more effective because most of the people are used to traditional marketing and as well it's creditability power.

- The study also state that people are gradually shifting towards new media channels of advertising now (online market and advertising. M. Rouse, It also mentioned that digital marketing has covered traditional methods of advertising and as well how is all about social platforms when it comes to advertising of products in recent times now. The work also analyzed how new media is hypertextual, ‘S,B. Patnaik,(2015)’ which gives its users the free opportunity to browse over different sources of information.
- The study analyzed how traditional media offers one-way communication means in terms of advertising while new media means of advertising offers two-way communication, and how the both media are means of communication for purpose of passing of information to large audience.
- The work equally analyze how traditional media is more reliable, and how new media creates social evil and misguidance.’S.S Obar, Jonathan A,and Wildman(2015).
- It also looked at how traditional media relies on print, Ads and TV Ads for advertisement while new media advertisement focuses on online (eg. Websites, app) etc. ‘ T.patrick,(2013).
- The study on the topic “Comparative analysis of traditional media vs new media” also looked at how users have control their messages, and can edit to make adjustment anytime, and how it is impossible in traditional media.
- In new media, as the study analyzed, the user can delay his message and share it at any point in time he feels to target his audience properly, which does not work that way in the case of traditional media.’S.K. Erickson, (2018}

- The study as well analyzed how the both media are for dissemination of information, and as well advertising channels which their usages all depend on the organization, their brand image, the audience they aimed at targeting.

THEORITICAL FRAMEWORK

The choice of using theory is to shape understanding in the work, therefore this work is anchored on “New media theory”. New media theory is propounded by Mark Herald. The theory indicates that we are entering new stage in media, new interactive technology and the constant usage of internet. The new media theory is indicating that the society is changing more than anyone would have imagined, it is transforming our society. The new media is also taking over and gradually shunning out various other ways many may have once used to receive cover from the media. However, the new change is constant and can be perceived in many different fashions. The new media theory can be used in so many different ways. It is related to almost any and everyone worldwide. New media theory keeps people all over the world connected and plugged into one another and allows them to connect with the touch of button. It allows instant access to the world. The world is being impacted enormously by this global monster that is constantly changing the way many used to think about things. It is causing the ways of politicians the ways of learning, and most importantly the ways of communication. The new media has had an almost indescribable impact on influence and the way many have had to completely confirm to the ways of new media. The new media reaches out to everyone and gives connectivity to all who are allowed the chance to connect. The new media theory breaks down the change in the digital world and how it has impacted us forever. Although, because of the constant change of the way of new media, new research is being discovered around the clock. It is constantly growing and many factors are often changing the ways that only stayed that way for a few moments. The impact is

at an all time high and it is still something new and so different. New media has helped our society progress at a level that is beyond excellent. It allows information to be processed and received by others many would not speak to their loved ones nor ever hear about what is going on in their home country after they relocate somewhere else due to new media, everyone stay connected and never unplugs from the world unless they turn off their internet devices.

DEFINITION OF KEY TERMS

- **Comparative:** Involving the systematic observation of the similarities or dissimilarities between one thing and another.
- **Traditional Media:** Traditional media refers to forms of mass media that focus on delivering news to the general public or a targeted group of public. Its forms include print publications (newspapers and magazines) broadcast news (television and radio).
- **New Media:** New media is described as communication technologies that enables or enhances interaction between users as well as interaction between users and content.

STATEMENT OF THE PROBLEM

The world has turned into one global village, through the power of new media technologies, and the media a public domain where people can easily and quickly access information and as well get connected to each others. therefore, both the traditional and the new media means of communication and advertising should still be maintained as the media channels of advertising without more preference to the other but it has been observed that new media form of advertising is becoming the preferred and dominant forms of advertising than the traditional forms in our society today, thereby endangering traditional and as well making it an old fashion. Since new media forms of advertising are more convenient, easy to access and

affordable, the traditional methods of advertising which are more credible and authentic has now turned to old fashion and endangered due to shift to new trend of digital forms. Therefore, it is in the light of the above statement that this study tends to address.

OBJECTIVES OF THE STUDY

- To find out the impact of new technologies in terms of advertising.
- The find out which media is more influencing in terms of advertising.
- To analyze which media is more credible and authentic in terms of advertising.

RESEARCH QUESTIONS

- What are the impacts of new technologies in advertising?
- Which of the media channels is more influencing in advertising?
- Which of the media channel is more credible and authentic in terms of advertising?

SCOPE OF THE STUDY

The study is based on the comparative analysis of traditional media vs new media.

LIMITATION OF THE STUDY

Due to many engagements the researcher was eclipsed with limited time of carrying out this work, finance was also a challenge the researcher faced during this period, and as well difficulty in terms of materials related to this study to have worked with.

CONCLUSION AND RECOMMENDATION

It is concluded by the researcher that, people prefer new media forms of advertising now a days but at the same time, the authenticity and credibility of the traditional media advertising cannot be beaten by any other form of media. People have different choices and preferences according to their experiences about advertisement. Also people choose any advertisement channel according to the budget of their organization and the kind of product they want to advertise about and as well the type of audience they are targeting. Therefore, this study recommends that using the both mix media is a better option to attract audience of different types and location as case maybe.

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