



3. Impact of new media on traditional media

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Abstract

Today new media has emerged as a powerful medium of mass communication. FacebookWhatsApp has millions of users. Now is the time for real time journalism. In today's era, people want to know instant news. In this haste, many times the negative impact of new media is also seen. New media is also constantly changing its form. Today, with the advent of new apps every day, it appears to be at its highest point, but how it continues to exist here depends only on the future. By connecting with new media, a person remains in the world of news 24 hours. Today, to know the news, it does not matter whether you are sleeping or awake, just your mobile should be online.A.

Introduction

In the era of modern journalism, new media is now emerging as a medium where everyone has become a journalist. Today there is no news which is hidden from anyone. New media has brought forth such a form of journalism where both positive and negative journalism is being done. The faster the news is reaching its target group, the faster it is influencing mainstream journalism. New media, with its technology and reach, has been effective in influencing a group of people which even newspapers or news channels could not influence. The existing group of readers is already connected to new media., and new media has also created a new reader group. New media is a comprehensive and modern form of digital media that transmits one-way communication to the society. In this, the faster the information is transmitted, the faster its feedback is also received. If any news affects someone then he immediately comments on it. New media has made information or news accessible to a great extent. Be it city or village, a



large group of youth today are not able to see the news of the country and the world through newspapers or news channels. There are such youth in this who do not get time from their work. Secondly, there is a group of youth who have no interest in the news of the country and the world. But since the advent of new media, these youth are also getting involved in the modern information revolution.

Objective :

- 1: Study of the role of new media in mainstream journalism.
- 2: Study of the impact of new media on traditional media.

Research method

This research paper is based on analytical technique. The impact of new media has been analyzed in this. How it is challenging traditional media. Some examples have been analyzed to make it clear that new media have both positive and negative impacts.

Interpretation and discussion

The era we are in today is the era of information revolution. Today, mass communication has reached the highest level through its mediums. Which we could not have imagined till a few years ago. Today there are so many forms of communication whether it is a city or a village., all have come on one platform. It doesn't matter whether it's day or night. First we started relying on newspapers, radio and then TV for news. Newspapers emerged as a powerful medium of communication decades ago. People started considering it as a reliable medium of communication in a permanent form. After the rise of radio in India, news started reaching rural areas easily. Gradually radio started broadcasting on 96 percent of India's geographical area. Doordarshan was started in India in 1959 but the process of TV reaching every city of India started in the 80s. In the 90s, when the number of private news channels started increasing, the discussion intensified as to how newspapers would now maintain their base. Its spread will reduce. But with time it became clear that all these mediums were not going to affect the circulation of newspapers. Rather, with the increase in population, its circulation also started



increasing. Then in the 21st century, a new incarnation of communication took place in the form of social media. After globalization, the mediums of communication started changing rapidly. The result of this was that social media started emerging as an effective mass communication medium. Which we know as new media.

There are many reasons for new media becoming popular among the masses. We are explaining some of the reasons for this:

1: Simultaneous majority opinion

New media allows users to be more involved. In this, communication occurs in two or more forms of communication as compared to traditional media. hundreds of them together Thousands, lakhs of people can talk together on one platform and also give their views.

2 : Interactivity

It includes interactivity (Interaction) is more Such as liking a Facebook post or commenting on a news or blog. Some users are very active in this process. Create your own blogs and videos and also actively upload your content.

3 : Cultural connection

New media has promoted participatory culture, in which more people are involved and there is a direct relationship between the consumer and producer of media content. People from many states stay connected together on Facebook, Twitter and WhatsApp. Whose language and culture are different. They are communicating with each other simultaneously.

4: Local languages got place

New media has also given a proper place to local languages. Its very nature is such that the platform of new media provides an opportunity to everyone to participate. Today there are thousands of channels in local languages on YouTube. Its makers also use their own language on it. Thousands of people will also see this, are in lakhs. Earlier Hindi and English used to be



dominant but now in new media, localism can be clearly seen on channels, news portals or news web pages.

5 : Global network

Digital media have also facilitated cultural globalization. It does not depend on when talking to each other, what distance we are. Rather, what is important is that we are available together on a social site. Having internet is the most important factor in this. There may be a limit to the reach of a news channel or radio but new media has broken this concept. Today, many news channels running in India are broadcasted in some countries, but by connecting with new media, a person is in India and America at the same time. A person sitting thousands of kilometers away communicates directly with the person here. This is how new media is now riding the global network,

6: No limit on time and words

There are no limits in new media. There is no restriction of time on it. Any geographical boundary does not come within its scope. Only internet should be on. In this we do not wait for the time of any program like news channel or newspaper to arrive in the morning. Its biggest specialty is that there is no time limit for any particular news like a news channel, nor is there a two-time limit for every news like a newspaper. We limit the space to three, four,...eight columns. We send as much news as we get in new media.

7: Global Platform

We now interact much more through virtual networks rather than in person, both globally and locally. It creates a virtual world through social media. In which no users even know each other, yet they remain directly connected to each other through new media. They even keep sharing their thoughts.

8: Hypertextual ,Hyper textual): This is the main feature of new media. Hyper textual feature is available only in new media. Under this, a lot of information remains hidden under one link. A



text appears on the mobile in the form of a small prompt, clicking on which gives complete information about the related subject.

Huge increase in the number of internet users

As of 2015, 46 percent of the world's population has Internet connection. Whereas in 1995, less than 1 percent of people had Internet connections. In the four years between 1999 and 2013, the number of Internet users increased 10 times. The number of Internet users in the world reached in 2005, whereas the number of 2 crores was reached after 5 years i.e. in 2010 while the number of 3 crores was reached in the next 4 years i.e. in 2014.

Connecting with new media at low cost

Due to new media, the free flow of information has been restricted to a great extent. First we are some news agencies We used to depend on newspapers and news channels, but currently due to the influence of new media, information has started being available on platforms other than these mediums. We can even join this medium without spending much. New media has given birth to a journalism where the flow of unedited news has increased. Information starts spreading without checking the facts. Many times this news also turns out to be wrong. This also spreads misleading messages. And this is harmful for the society.

Some key figures

1: WhatsApp

Facebook-owned Instagram is now the most popular story-sharing product, followed by WhatsApp. WhatsApp currently has over 200 million monthly active users in India. WhatsApp is also the most downloaded app in the UK. The figure of 200 million for India was as of 2017. This figure increased to 300 million in January 2018.

2: Facebook



India ranks first in terms of number of Facebook users. The number of Facebook users in India has crossed 240 million. Despite this, the reach of this social media is limited to very few people in India. In June 2017, only 19 percent Indians were using Facebook. In such a situation, there are still a lot of possibilities for Facebook in India. Apart from this, more than half of the Facebook users in India are below 25 years of age.

3: YouTube

Google has conducted a survey regarding the internet usage of the rapidly increasing smartphone users in India. This survey by Google has revealed that 80 percent of India's internet users use YouTube, which includes users of all age groups. Google India has given this information in one of its statements. The report said that about 85 percent of India's Internet users watch videos on YouTube, including users aged 18 years and above. He said that the number of video viewers on mobile alone is crossing 225 million every month and India is the fastest growing country as a video platform. The total number of online video consumers is expected to reach 500 million by 2020.

4: Instagram

As of November 2018, Instagram users in India were 7 crore 22 lakh. This was 5.3 percent of the population of entire India. Mostly only men were using it. Its percentage was 73.3 percent. At the same time, about 3.5 crore youth between 18 to 24 years were using it. Whereas the percentage of women was 26.7 percent.

5: Twitter

There has been a huge increase in Twitter users in India. This number has more than doubled in just five years between 2014 and 2019. In 2014 it was 15.8 million. This figure has increased to 34.5 million in 2019. In 2016, its users were 23.2 million.

The number of internet users in the country will increase with double digit growth to reach 62.70 crore by the end of 2019. Due to increase in internet usage in rural areas, for the first time the number of internet users in the country has crossed 56.60 crore. The agency said in the iQube



2018 report that the number of internet users in the country registered a growth of 18 percent and reached 56.60 crore by December 2018. This is 40 percent of the total population. The agency has estimated that the number of Internet users will grow by double digits in 2019 and the number will reach 627 million by the end of 2019.

Conclusion :

From the analysis done on the above basis, it is clear that new media has strengthened its roots in the society to a great extent. Today, information about the biggest events is available in a jiffy through new media. It is also covering a large population of India. news channel The news comes later on newspapers and radio, first it goes viral on many new media (social media). Social media has also been the basic weapon of revolution in many countries of the world. Social media helped to a great extent in the Anna movement in India. 60 percent of the people in India are youth. Today this group is connecting with new gadgets. In such a situation, there is still a lot of potential left for new media in India.,

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