

## EMERGENCE OF NEW MEDIA AND THE QUESTIONS ABOUT SOCIAL IMPLICATIONS: A PERSPECTIVE

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### ABSTRACT

*This paper attempts at providing an analytical insight into the emergence of a new media and cyber world along with the socio-political arrangements around it. It also tries to highlight the importance of new media in India and its entry into Kashmir, where the penetration of this media is increasing at a fast pace*

*The journey of the media has seen different eras and phases reflecting the change in the audience's tastes, which again was based on the how media evolved its offerings. The world has now seen a shift from industrial society to the current information society, with the development and proliferation of communication patterns, information technology and media.*

*This media is acting as a superhighway of information, new platform for user-generated content, interaction and communication. It will be interesting to see how the Indian Society has adopted to this media through general instances, while reflecting upon the studies conducted. The rise of the Internet challenges both the traditional theories of communication and the relationship between media and society. The paper attempts to reflect upon this and also analyze the social, cultural, and ethical debates and concerns that have emerged from it. It will discuss the social consequences as a result of openness of this media, which include copyright issues, privacy and identity concerns, exposure to porn and violence and cyber bullying and other crimes etc.*

**Keywords:** Internet, Cyber Bullying, Facebook, Kashmir, Global Village

### 1. From Old Media to New Media

Human civilization has, since its inception, revolved around the desire to 'communicate,' as this resulted in the formation of communities. With the passage of time, there have been endless developments towards what we have today in the form of Mass Media, which fulfilled this need for communication. The journey of the media has seen different eras and phases reflecting the change in the audience's tastes, which again was based on the how media evolved its offerings. The world has now seen a shift from industrial society to the current information society, with the development and proliferation of communication patterns, information technology and media. From Newspapers, magazines, films, radio and television broadcasting, which Gorman and McLean (2009) i call the '*Traditional or Mainstream Media*', the world of communications has moved to New Media. They see the emergence of New Media in two waves. The first wave was when the term- 'New Media' became popular in 1990s to describe the changes dating from 1980s, and the first wave included video, new ways of delivering television (via cable, satellite, direct broadcasting by satellite/ DBS) on a subscription basis (pay television), CD-ROMs, various forms of multimedia, advanced facsimile machines, handheld databanks, electronic books and videotext networks. ii Second wave is characterized by tremendous upsurge of the internet and World Wide Web.

Thus, even after an explosion of in the world of Television and satellite communication channels, the need for information has been ever increasing. Considering the complicity of the today's world and lack of

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