Evolution of media: History and development of media, new media, media convergence, influence of technology on media

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Abstract

The media serves many fundamental purposes in our society. Obviously, entertainment plays a part. The media has the power to ignite our imaginations, provide fantasy, and provide a means of escape. When discussing mass media, there are two main categories: broadcast media, which includes radio and television, and print media, which includes newspapers and magazines. While newspapers and magazines provided us with news during the 19th and early 20th centuries, electronic journalism—especially television journalism—has taken over in the last 50 years. The lines separating print and broadcast media are becoming increasingly hazy due to technological advancements. Information that is also broadcast on television and radio, as well as written in newspapers and periodicals, can be accessed over the Internet.

Keywords: *mass media, linguistic methodology, speech, linguistics, medialinguistics, printed publications, social sites, social networks.*

INTRODUCTION

Many refer to the twenty-first century as the "age of technology," believing that this term was coined because technologies have been produced more than at any other time in history. This is untrue, as technology have been developed and used to benefit people throughout history. The reason behind the name of the 21st century is entirely different; namely, prior technology.

Previously, only trades like mechanics and construction needed tools, but technology has advanced its position in every facet of the globe. And the most delicate and sensitive moment in human history has expanded today.

Broadly within the mass media industry. In actuality, practically everyone these days, regardless of age, is fascinated in details, thus, let's examine the notion of "medialinguistics" in more detail before getting into our major issue.

The mass media actually started out as news-delivery media, like printed publications: publications such as newspapers, periodicals, and information media that are readily available to anyone, especially those who do not cost money out of people's pockets: social media, radio, television, and telephone social media platforms and networks.

Naturally, the primary means by which the mainstream media disseminates these messages language, or the words and their manner employed when transmitting news, is what people think of first.

It denotes media-information mass media, linguistics, or medialinguistics for this reason. By drawing comparisons with other related lexical units used to designate other emerging academic fields that arise in the nexus of sciences, such as sociolinguistics, ethnolinguistics, media psychology, media economics, etc., the term "medialinguistics" was created.

"Medialinguistics" first arose in Russian scientific discourse comparatively recently, in the year 2000. The initial application of it was in T.G. Dobrosklonskaya's PhD thesis, "Theory and media linguistics techniques".

A little while ago, "media linguistics," its English translation, can be discovered in British scholars' publications. This emerging science focuses on the investigation of language use in the context of mass communication, according to the phrase itself, which blends "linguistics" and "mass media" in other words, medialinguistics addresses an extensive investigation.

Main body

The study of various aspects of the use of speech in the rapidly developing field of mass communication not only led to the formation of the concept of "media language", but also served the formation of a new direction in modern linguistics - medialinguistics. The subject of media linguistics comprehensively studies the functioning of language in the field of mass communication, or "the word in mass media". Within media linguistics, all previously disparate studies of various aspects of media discourse have been combined into a single systematic framework.

The internal structure of media linguistics reflects a holistic view of the subject. All components and levels of mass media texts are deeply analyzed in a combination of linguistic and extralinguistic factors: the influence of the methods of creation and distribution of media texts on their linguistic and format features, functional-genre classification, phonological, syntagmatic issues and stylistic features, interpretation features, cultural features, ideological modality, pragmalinguistic value. The main theoretical basis of media linguistics is the concept of media text, in which media text is considered as a dialectical unity of linguistic and media features representing a multi-layered, multi-level phenomenon. The main levels of media discourse include the spoken text level, the video sequence or graphic image level, and the audio accompaniment level. Diversity is understood.

The media industry today, like most sectors, is forced to adapt to changing circumstances brought about, and accelerated, by the fourth industrial revolution. Not so long ago, the vast majority of people received the news by watching television or reading the written press. In the space of a few decades, the ways of accessing the news have exploded from broadcast news (CBS, NBC and ABC) to cable news (CNN, Fox News) to online media (including Youtube) and social networks. New technologies have revolutionized what is considered news, who reports the news, how newscasts are produced, and how ordinary people get the news. News outlets have had to adapt their offer to a faster-paced world of shorter attention spans (Twitter is the ultimate example), and they have had to compete with ordinary citizens who post videos and publish pieces on personal blogs. It is estimated that more than 60% of Americans obtain the news through Facebook, which is a platform for friends and family to communicate. Posting links to articles and "liking" them allows people to read only the news that reinforces their pre-existing personal opinions. In addition, the free access to much of this information on the Internet has reduced subscriptions to traditional media, like newspapers, which in turn, have had to change their business plans and find ways to remain profitable. One response has been to offer much of their material

on the Internet at reduced cost. Another has been to increase the entertainment component to the detriment of more in-depth analysis of major issues. "Infotainment" has blurred the distinction between what is worthy of being considered news. For example, Donald Trump's constant insults of his competitors and less than factual statements during the 2016 election campaign caused major networks to accord him a great deal of air time rather than to cover serious issues, such as health policy, infrastructure and foreign policy. All of this has had a major impact on both society and people's trust in government.

The freedom of the press was enshrined in the First Amendment of the US Constitution and Thomas Jefferson, amongst others, repeatedly defended it as the foundational freedom upon which all other freedoms depend. In a letter to the Marquis de Lafayette in 1823, he wrote: "the only security of all is in a free press. The force of public opinion cannot be resisted, when permitted freely to be expressed." In the aftermath of the 2016 presidential election, Margaret Sullivan, journalist at the Washington Post, wrote: "... journalists must write and report aggressively and fearlessly and be willing to fight for access, getting involved with civil and media rights and backing officials that champion free expression." This course will take the United States as an example, but comparisons with other countries will be encouraged. Numerous issues pertaining to the media will be explored, such as :

- Freedom of the press vs security issues
- Media failures (example of the 2016 US presidential campaign or other)
- The new age of reporting (how journalists' jobs are evolving)
- Impact of new technology on the media
- Democratization vs professional production of the news
- Citizen reporters and the authenticity of information
- Role and responsibility of social media platforms (Facebook, Twitter)
- Ethics: Whistleblowing vs leaking (Wikileaks, Snowden, Chelsea Manning, Panama Papers)
- Net neutrality: pros and cons
- Spinning the news (stretching the facts, cherrypicking the facts, fake news, lying)
- The line between news and entertainment
- Limits to the freedom of expression? (hate speech publications)
- Media as elite organization: Disconnection with large swaths of the population; journalists: highly educated, based mostly in big cities on the coasts
- Post-text future? (Rise of audio and video -casts).

There are different types of mass media that we are accustomed to in this day and age. Whether it's children, young people, or adults, we've all had our share of media-related exposure every day. Learn more about what the media comprises in our modern-day world. Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remains to be an effective means of communication, spreading information, advertising, marketing, and in general, of expressing and sharing views, opinions, and ideas.

There are several types of Mass Media:

1) Print Media:

•Newspapers
•Magazines
•Booklets and Brochures
•Billboards
2) Electronic Media:
•Television
•Radio
3) New Age Media:
•Mobile Phones
•Computers
•Internet
•Electronic Books.

Print media encompasses mass communication through printed material.

It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books. Newspapers: Newspapers enjoyed the position of the most preferred medium to reach a wider audience until electronic communication emerged on the media scene. In the early days, newspapers were the only medium that masses at large depended on, for daily news. A newspaper carries all kinds of communication related to a variety of topics like politics, current affairs, entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoons, crosswords, Sudoku, movie reviews, book reviews, puzzles, crosswords, etc.

This captivates the imagination and interests of readers from all age groups. Newspapers are an important platform of mass communication as they reach every nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinions, updating the knowledge of the reader, and serves as a good platform for advertisers to promote their products. However, with the emergence of the Internet, which updates information every second and is just a click away, the popularity of newspapers has reduced. Magazines: Magazines are another type of popular culture print media.

They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. Magazines like TIME and Reader's Digest include information which is all-pervasive. The frequency of magazines can be weekly, fortnightly, bi-monthly, quarterly, half-yearly, or yearly. These magazines are the best forum for advertisers as they have a niche readership. The readers look for a specific type of information; say for example, a camera ad in a Gadget magazine will definitely have a direct brand impact on the reader who wants to buy a camera. Also, the shelf life and brand recall of magazines is far better than newspapers which have a short life span. Booklets and Brochures: Booklets and brochures are part of the promotional literature of a product, or an organization. There are two types of booklets and brochures.

•Pre-buying promotion: Usually in malls and stores, promotional literature is distributed free to all (with discount offers, or other schemes which seem profitable). For example, a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or colors, discount coupons, etc. This, will most likely, have a positive impact on your decision-making.

•Post-buying promotion: These booklets and brochures are usually given with a product for better customer experience and easy usage post purchasing. You must have observed when you buy any new item that it is usually accompanied with a small booklet giving details about the benefits of using the product, usage directions, cleaning and storage instructions. The guidelines are usually followed by a series of 'how to' images which facilitate easy information about the product. These booklets may also include 'Other offerings' section.

Organizations also have their own profiles in the form of brochures which they give to their stakeholders to create a favorable image. It highlights the information about the company, its capacity and capability, services and solutions offered milestone achievements, sustainability, innovation, awards, etc. In this case people "do judge the book by its cover", and hence, these booklets and brochures are designed in an attractive format using colors and photos. Billboards: Billboards are huge advertisements that are put up at a height in strategic locations to draw more attention. They usually attract the target audience by their bold colors, attention-grabbing headlines, creativity, designs, special effects, etc. Initially, billboards started by hand painting huge boards, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and cut-outs which extend out from the boards, 3D rubber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Communication in these types of billboards should be in minimum words. The images should speak louder than the words. They are a successful medium of communication as they are good at captivating and retaining customer's attention. Electronic media is the kind of media which requires the user to utilize an electric connection to access it. It is also known as 'Broadcast Media'. It includes television, radio, and new-age media like the Internet, computers, telephones, etc. Television: Television appeals to both the auditory and visual senses, and hence is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts of money for an ad of a few seconds, especially for programmes with high viewership. An apt example would be Super Bowl Season. It offers various programs to appeal to the masses of different age groups. It is a popular means of communication which provides both information and entertainment.

This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets. Radio: Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is a tried and tested means of communication. Radio lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all the dial-in programs which give the listeners an opportunity to feature on radio.

New age Media: With the advent of the Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and the Internet are often referred to as the new-age media. The Internet has opened up several new opportunities for mass communication which include email, websites, podcasts, e-forums, e-books, blogging, Internet TV and many others, which are booming today. The Internet has also started social networking sites which have redefined mass

communication all together. Sites like Facebook, Twitter, and YouTube have made communication to the masses all the more entertaining, interesting, and easier! Mobile Phones: Mobile phones have become a boon to mankind. It has made communication possible at any time, and from anywhere. Nowadays, a smart device like a mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote locations, etc. You can also get alerts of your monetary transactions on a mobile phone. About a decade ago, who would have thought of having the Internet on mobiles? Today, we can stay in touch with the whole world via the Internet on our mobile phones. Computers: With the invention of computers the impossible has become possible. We virtually get information about everything from pin to piano with the help of computers. It has added speed and multimedia to the information which was earlier available only in the print format. Also, anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by combining human intelligence with the cutting edge technology. The Internet: This is the most important device of the new age media. The discovery of the Internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the Internet by millions of people around the world. The Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. We cannot think of leading our lives without it. Let us see how the Internet impacts mass communication through the following mediums. ▫E-mails: e-mails or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper. ▫Websites: the Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant usefulness of these websites is in providing information, search engines, downloads through libraries, and interaction through the social networking sites. Due to these websites carrying out e-commerce transactions has also become easy.

▫ Podcasts: Podcasts are mediums of mass communication that include short video or audio files. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

▫ E-Forums: E-Forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a website. These forums are open platforms to discuss a range of topics. People give their opinions and share their experiences on various topics.

▫ E-Books: There are a number of websites which have hosted eBooks and online libraries. The main benefit of having e-Books is that you don't have to carry bulky books. You can read them on your eBook readers, mobiles, computer screens, or other devices. You can even adjust the font size to suit your requirements.

▫ Blogging: A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments or feedback.

▫ Internet TV: It is also known as online TV. It usually has an archive of programmes. You have to choose the programme, you wish to view from the list. You can either view the programs directly from the host server, or download the content on your computer. It is an effective means of communication.

▫ Facebook: It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

▫ Twitter: It is also a famous social networking website. Twitter is a micro blogging site which allows interaction and feedback of different people. There was a time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of "tweeting" information to the public, and regularly share information through Twitter.

▫ YouTube: It is a website which uploads content in a video format. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube.

These days with inexpensive air travel, mobile phones, email and the Internet, teenagers see the world as a smaller place than it appeared to their grandparents. Of these innovations, the Internet appears to be the one with the most potential for global influence, and which will change lives the most. For example, up until recently friendships developed over a lifetime but that has now changed. People often made friends locally at school and continued those friendships into adulthood, but many young people today find the majority of their friendships over the Internet. This is not restricted to teenagers. Paula Sen, who has just turned 30, says: "I've met most of my best friends over the Internet, through common interest forums. I couldn't live without the Internet. It's my lifeline." The Internet has also greatly influenced how people buy and sell goods. International Internet shopping is now common, with people buying all sorts of goods, from sites such as amazon, the most successful online retail site. The international auction site eBay allows millions of participants to buy from and sell to strangers, setting their own prices. But beware – there are so many unscrupulous salespeople online as on the high street. One of the Internet's greatest success stories is Wikipedia, the free online encyclopedia, which is compiled and updated by its users. It carries far more content than any other encyclopedia and it is a great starting point for research, but remember to double-check important facts as it does contain errors. If you don't have time to check your facts, consider purchasing a reliable online encyclopedia such as the Encyclopedia Britannica. The other major information resource on the Internet is Google, a search engine which finds and ranks web pages according to the number of links made to them.

Probably the biggest impact that the Internet has had is the way in which it has influenced social networking. The most frequently "googled" word in the world recently was Bebo - the social networking site- followed by MySpace. People can meet new friends through sites like these, the can renew old acquaintances through different sites and they can also play games with each other in virtual worlds. This Internet-based, three-dimensional virtual world is "inhabited" by more than 6.6 million residents from around the world, and global companies even have outlets there.

It's now much easier to share experiences with others too. Sites such as YouTube allow people to upload and share videos, with unlikely clips becoming huge hits and a number of figures becoming Internet phenomena. Much of the power of the Internet lies in the fact that people are developing new ways to be creative and innovative, combining ideas and skills without an organization or hierarchy. No one is in overall control. Collective creativity and collaboration are the key ideas. But even more powerful than this is its power to solve crimes, help change the world through giving to charities on sites like justgiving.com or find missing individuals.

Mass communicated media saturated the industrialized world in 2005; this is true for the non-industrialized world, too, in 2020.) The television in the living room, the newspaper on the doorstep (not so much anymore!), the radio in the car, the computer and tablet, the fliers in the mailbox, and now most importantly, perhaps in 2020, the cell phone are just a few of the media channels daily delivering advertisements, news, opinion, music, and other forms of mass communication.

Because the media are so prevalent, they have an extremely powerful impact on how we view the world. Nearly everything we know about current events and politics comes from the media--it is only the most local and personal events that are experienced first-hand. Events in the larger community, the state, the country, and the rest of the world are experienced almost entirely through the media, be it a professional journalist or a "citizen journalist" posting on social media. Not only do the media report the news, they create the news by deciding what to report. The "top story" of the day has to be picked from the millions of things that happened that particular day. After something is deemed newsworthy, there are decisions on how much time or space to give it, whom to interview, what pictures to use, and how to frame it. Often considered by editors, but seldom discussed, is how the biases and interests of management will impact these determinations. All of these decisions add up to the audience's view of the world, and those who influence the decisions influence the audience.

The media, therefore, have enormous importance to conflict resolution because they are the primary -- and frequently only -- source of information regarding conflicts. If a situation doesn't make the news (now including social media), it simply does not exist for most people. When peaceful options such as negotiation and other collaborative problem-solving techniques are not covered, or their successes are not reported, they become invisible and are not likely to be considered or even understood as possible options in the management of a conflict.

The news media thrive on conflict. The lead story for most news programs is typically the most recent and extreme crime or disaster. Conflict attracts viewers, listeners, and readers to the media; the greater the conflict the greater the audience, and large audiences are imperative to the financial success of media outlets.

Therefore, it is often in the media's interest to not only report conflict, but to play it up, making it seem more intense than it really is. Long-term, on-going conflict-resolution processes such as mediation are not dramatic and are often difficult to understand and report, especially since the proceedings are almost always closed to the media. Thus conflict resolution stories are easily pushed aside in favor of the most recent, the most colorful, and the most shocking aspects of a conflict. Groups that understand this dynamic can cater to it in order to gain media attention. Common criteria for terrorist attacks include timing them to coincide with significant dates, targeting elites, choosing sites with easy media access, and aiming for large numbers of casualties.

Protesters will hoist their placards and start chanting when the television cameras come into view. It is not unusual for camera crews or reporters to encourage demonstrators into these actions so they can return to their studios with exciting footage.

Conclusion

In conclusion, it should be noted that medialinguistics is a science that studies the activity of language in the media sphere, which appeared relatively recently. It was created at the intersection of two disciplines, so it has its own characteristics: on the

one hand, it uses the base of linguistic research, and on the other hand, it is included in the general system of medialogy. media studies. Its main category is the media text, which is a complex and complex phenomenon that combines a number of characteristic features.

Mass Media is an integral part of contemporary society. Traditional broadcast media such as Radio, Television, and Newspapers have emerged in the pre internet era. They are serving as the prime sources of news and entertainment for a long time. Conversely, the Digital Age is creating alternative sources by promoting internet based Digital Media or New Media, such as social media, online newspapers, websites, and the like. New Media is becoming more popular day by day and creating a threat to Traditional Mass Media. The internet is surpassing newspapers in popularity as a news platform. In many developed countries, the circulation of newspapers is decreasing even some prominent newspapers are discontinuing their printed editions. Traditional radio and television are also suffering losses due to Digital Media. However, the Digital Age is not only a danger for Traditional Mass Media but also an opportunity for them. Many newspapers have embraced digital transformation to reach worldwide and attract more readers than before. A similar evolution is also happening for traditional radio and television. Indeed, New Media is a reality of the Digital Age it indicates that the future of Mass Media is digital.

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