**Change and continuity with old media technologies, from old to new media technologies**

**Old Media** or Legacy Media are traditional means of communication and expression that have existed since before the advent of the new medium of the Internet. Industries that are generally considered part of the old media are broadcast and cable television, radio, movie and music studios, newspapers, magazines, books and most print publications.

Although studies suggest that New Media, primarily the Internet, is increasingly getting stronger, replacement of Old Media is not a widespread phenomenon quite yet. There is insufficient evidence and it appears that television outlets are still heavily regarded as valuable news sources

**Advent of New Media:** The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper. Advertising revenues are tumbling due to the severe economic downturn, while readership habits are changing as consumers turn to the Internet for free news and information. Some major newspaper chains are burdened by heavy debt loads.

**New media** most commonly refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, or wikis, video games, and social media. A defining characteristic of new media is dialogue. New Media transmit content through connection and conversation. It enables people around the world to share, comment on, and discuss a wide variety of topics. Unlike any of past technologies, New Media is grounded on an interactive community.

Most technologies described as "new media" are digital. New media are often contrasted to "old media," such as television, radio, and print media, although scholars in communication and media studies have criticised rigid distinctions based on oldness. New media does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publications – unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants.

**Globalization and new media:** The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media. Flew (2002) stated that, "as a result of the evolution of new media technologies, globalization occurs." Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation states". Globalization shortens the distance between people all over the world by the electronic communication (Carely 1992 in Flew 2002) and Cairncross (1998) expresses this great development as the "death of distance".

**National security:** New media also serves as an important tool for both institutions and nations to promote their interest and values (The contents of such promotion may vary according to different purposes). Some communities consider it an approach of “peaceful evolution” that may erode their own nation’s system of values and eventually compromise national security.

**Interactivity and new media:** Interactivity has become a term for a number of new media use options evolving from the rapid dissemination of Internet access points, the digitalization of media, and media convergence. In 1984, Rice defined new media as communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information. Such a definition replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication. Any individual with the appropriate technology can now produce his or her online media and include images, text, and sound about whatever he or she chooses. Thus the convergence of new methods of communication with new technologies shifts the model of mass communication, and radically reshapes the ways we interact and communicate with one another. In "What is new media?" Vin Crosbie (2002) described three different kinds of communication media. He saw Interpersonal media as "one to one", Mass media as "one to many", and finally New Media as Individuation Media or "many to many".