Implikasi perkembangan Teknologi Terhadap Bisnis Media

Medium *dan* Media

Medium

1. That which lies in the middle, or between other things; intervening body or quantity.
2. A substance thmugh which an effect is transmitted from one thing to another; as, air is the common medium of sound. Hence: The condition upon which any event or action occurs; necessary means of motion or action; that through or by which anything is accomplished, conveyed, or carried on. (Webster's, 1913)

Media

"Latin plural form of *medium"*

In the present wnteM, medium and media *are of course restricted to* communicative purposes but that does not exclude very much (depending on how "communication" is interpreted)

Mass media

*"*Term used to denote, as a class, that section of the media specifically conceived i»d designed to reach a very large audience such as the population *of* a nation ,rate. It was coined in the iqzos with the advent *of* nationwide radio networks, mass-circulation newspapers and magazines. (Wikipedia, March zoo7)

Revolusi IT

- **Writing technology (approx. 5000 years ago)**
- **Printing technology (approx, 500 years ago);**
- **Modern information technology (approx. now)**

Signs:

-information explosion,

-exponential growth of the Internet

-globalisation of computerized economy

Telephone

Experimentation in the beginning
e.g. used for broadcasting musical performances

The medium keeps changing

- city-to-city+'
- building-to-building
- person-to-person (on-line)
- *Clients-Servers ? (off line person-to-person)*

Difficult to judge the value and future of an emerging new medium

New Media

Today,. "new media" are media that rely on *digital* infrastructure for distributing and accessing.: content, andwhere this digitall infrastructure is used for new *ways* of authoring, sharing, interpreting, and using information *(in* a broad sense).

In short, (today) a new medium consists of (digital) infrastructure plus culture (of use)

Obviously, "old media" were once new

New media are new as long as we do not fully understand them and continue to develop *Them*"which may take considerabletime", e.g. cinema, telephone

Sometimes a medium is new because people have found new ways of using or "perverting" an 'old," established medium" e.g. "scratching" usinggramophones with vinyl records

Contoh2 New Media

- e-mail
- mailing lists
- e-conferences
- Newsgroups
- instant messaging
- Chatting
- SMS
- blogs (web logs)
- interactive TV
- interactive movie
- Basic www
- MUDs
- Videoconferencing
- virtual communities
- Virtual reality
- Telepresence
- Podcasts
- web newspapers and journals
- web-based digital libraries
- web cameras
- (Celular) camera and video phone
- peer•to-peer file sharing
- the media center home PC
- Smart .STB
- digital art
- e-book
- e-democracy /e-government
- mobile media displays (wearable computers)
- global B2B
- wikis (like eg, wikipedia)
- multi-user networked games
- pervasive games
- MySpace
- YouTube
- ,…..
- what else?...

Pengelompokkan New Media

- Hypermedia
- Multimedia
- Virtual media
- Cyberspace, the totality of the new world of information, with internet and www as important part of the infrastructurenew media + network

Karakteristik new media

- **Interactive**
- **Flexible**
- **Sensuous (appeal to senses rather than intellect)**
- **Structuration / symbolization**

  - cp. fax vs ascii-code, wav-format vs midi-file

  - more symbolic structure means more amenable to automatic analysis, interpretation, transformation, presentation, etc.

  - eg. cp. the ease with which we can change the looks of an electronic book (layout, fonts, margins, etc.)
- **Integration**

Beberapa "new media issues"

Hypermedia

- Orientation
- Navigation
- Overview

Cyberspace

- designing the architecture
- getting a working informationeconomy
- taking advantage of the utopianpossibility
- security, integrity, privacy
- social issues (e.g virtualcommunities)
- knowledge issues

Capacity limitations, quality of service, trade-off

Information presentation

Choosing the right medium *for* the right situation

Storytelling / narration

How to best convey a story or a message through specific new media

The author-reader relationship

Political aspects

- Who has the power of specific new media
- What role can new media play in political process?

Two converging roads into the future

- **The inner road** *(the world in the computer):* The Internet, Virtual Reality, etc. - Cyberspace
- **The outer road** *(the computer in the world):* Ubiquitous Computing

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