

# FEATURES OF THE NEW MEDIA



## Key Features of New Media

### Digitality

#### **Lister et al. (2003):**

Digitality refers to the way new media is based on digital technology rather than analogue. This means that all forms of media content, including text, images, video, and audio, are stored in a digital format using binary code. Digital media allows for easy editing, copying, and distribution across different devices and platforms. The shift from analogue to digital has transformed how media is produced, consumed, and shared, leading to a more interconnected global media landscape.

### Interactivity

#### **Jenkins (2008):**

Interactivity is a key feature of new media that allows users to engage directly with content and with other users. Unlike traditional media, where audiences passively consumed content, new media platforms like social media, websites, and online games provide opportunities for active participation. Users can comment, share, and create their own content, leading to a more dynamic and responsive media environment. Jenkins highlights that this interactivity fosters a participatory culture where audiences are co-creators of media rather than mere spectators.

### Hypertextuality

#### **Lister et al. (2003):**

Hypertextuality refers to the non-linear structure of new media content, enabled by hyperlinks. Users can navigate through different pieces of information by clicking on links that connect related content across websites and platforms. This feature allows for a more personalized and flexible media experience, as users can choose their own paths through digital information, unlike the fixed sequences of traditional media such as television or print.

### Virtuality

#### **Lister et al. (2003):**

Virtuality refers to the creation of virtual environments and experiences through new media technologies. Virtual reality (VR), online gaming, and digital simulations allow users to immerse themselves in computer-generated worlds. These virtual spaces provide opportunities for social interaction, entertainment, and even education, challenging traditional boundaries between reality and media.



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Using your knowledge of the development of new media, provide examples of the following features of new media.

- **Digitality**
- **Interactivity**
- **Hypertextuality**
- **Virtuality**
- **Networked Communication**
- **Convergence**
- **Participatory Culture**
- **Collective Intelligence**

