

Comparison of Old and New Mass Media

It goes without saying that in every society the means of mass media play a vital role as they make the transmission of the information to the large audience possible. The phenomenon of mass media has been evolving for centuries which resulted in a wide range of mass communication means, each possessing its specific features and purposes. In fact, modern media world represents a kind of industry which has its own market. Under the term “mass media,” scholars generally mean the tools that help transfer certain information, ideas, and concepts to the large number of readers, viewers, and listeners. The true value of the mass media cannot be overestimated as it performs several important functions such as educating, entertaining, communicating, and developing. Moreover, the power of mass media is in its diversity. People of all ages can choose the kind of mass media that is interesting for them and gives as much useful information as they need. However, in the modern times, there is a tendency of the media modernization. Traditional media means such newspapers, magazines, printed books among others become less popular. At the same time, the advances in science and technology have presented the world with the drastically new types of media, among which the Internet, blogs, social networks and others comprise a vast majority.

In order to cover the topic in detail, the general review of the so-called “old media” and “modern media” should be provided. As it was already mentioned, the means of the mass media have been prominent by their diversity. In the days of the past, the most popular were the printed media, which produced newspapers, magazines, and books. Not less significant were broadcast media which include radio and television. Despite the fact that modern types of media have appeared, the old ones seem to remain in trend as well, especially among the older generation. Nowadays, people still willingly read some educational articles in the popular magazines, get the news from the newspapers, sit in front of the TV and watch the favorite movie, or just amuse themselves by listening to a pleasant song played on the radio.

As it can be noticed, the old forms of mass media still penetrate into the “free-time schedule” of the modern population and remain an integral part of their entertainment.

The popularity of the newspapers can be explained by the fact that they are always ready to provide people with the update information and describe the events that happen all over the world. Newspapers perform the function of collecting news and telling about everything that happens outside. Besides, it is a valuable source of information which informs people about the financial problems, issues in business and politics, some social events as well as about international news, achievements in science and technology, gossips about the celebrities, details concerning the prominent festivals, endeavors in the field of medicine, education, etc. There is no wonder that people still prefer to begin their working day with a fresh newspaper, which they are looking for every morning. Newspapers usually keep the society informed about everything that happens in the country and abroad. They give as much of the useful information as they can hold on their pages. Certainly, this type of media makes the views of the readers wider, gives new knowledge and sometimes even skills.

Another representative of the old media worth discussing is magazines and journals. These types of mass media provide a wide range of information that is useful both in theoretical and practical aspects. At present, there is an enormous choice of magazines and journals that will satisfy the requirements of the most critical reader. For example, people interested in fashion trends are usually fond of reading the famous fashion magazine “Cosmopolitan” which is always willing to recommend the most suitable clothes for the coming season. The readers who are not indifferent to their physical and psychological well-being often make their choice in favor of another popular magazine “Health.” “Financial Advisor” is one of the most powerful and interesting business magazines that gives the valuable information in the sphere of finances and business. On the pages of other magazines, one may find a lot about the political situation in the world, new discoveries, progress in

science and technology. Reading such articles usually contributes to the enriching and developing of the person's knowledge, while magazines provide the true and checked information.

Radio and television belong to the category of the traditional media, the popularity of which did not suffer after the appearance of the modern digital media. There were days when people could not live even a day without switching on their radios or TVs to enjoy their favorite program, show, or film. Still, it should be admitted that the situation has not drastically changed since then as radio and television have developed much. Radio still takes one of the leading positions and is an essential part of the people's life. It is especially popular among individuals who have a very busy lifestyle and do not have enough time to read the newspapers and magazines. Besides, nowadays radio is a very comfortable means of mass media which successfully combines education and entertainment. While listening to the radio, one can not only delight in music but also get the weather forecast, short news about the world events and listen to the adverts. On the other hand, TV is even more popular as it offers a great variety of exciting TV shows, films, and soap operas. There is no doubt about it that most people like spending their free time in front of the TV. Housewives, the retired, and children comprise the largest number of the regular TV viewers. Modern TV system is much more convenient than the old one as nowadays each channel has its own specialization. For example, Discovery channel gives the educational information about the flora and fauna of the Earth, tells much about our planet and different discoveries that constantly happen. BBC is the world's most famous news channel. The updated news from all over the world can be transmitted on this channel. Music lovers enjoy watching MTV, which is the most popular music channel. Therefore, each person has an opportunity to choose the TV channel according to their interests.

Despite the fact that all the above discussed means of the traditional mass media remain used nowadays, their popularity and trustworthiness among the audience is different. The table presented further demonstrates the correlation between the means of the mass media, their popularity, and trustworthy in percent:

Type of Mass Media	Percentage of popularity	Percentage of trust
Newspapers	17%	22%
Magazines	20%	8%
Journals	15%	50%
Radio	20%	10%
Television	28%	20%

According to the following results, magazines have the lowest rate of trust: only 8 percent of the respondents admitted magazines to be the source of the acute data. This can be explained by the fact that a great share of the modern press is taken by the tabloids whose primary aim is to attract the attention of the audience by publishing gossips about celebrities and other well-known people. Therefore, their main tool is false but dramatic information. Not much more trust people place on the radio. Such a reputation may be well-deserved by the fact that radio gives too much advertising and little news. At the same time, the statistics show that people like to read and trust the information that they find in journals. Almost similar results have got the newspapers and television. So, traditional mass media are still alive and continue to develop.

Among the modern means of mass communication, the Internet takes the most prominent place. Moreover, it has managed to become a must-have service in each modern household as well as an irreplaceable tool in the workplace. For the most people, the Internet has become an integral part of their daily life. Perhaps, such popularity was gained by the

Internet for its multifunctionality. The Internet provides the population with the following services: makes the communication easier, simplifies the access to the educational resources, ensures entertaining, etc.

One cannot deny the fact that the Internet has considerably facilitated the communication between people. A lot of individuals cannot imagine even a day of their lives without chatting with friends on Twitter, Instagram, ICQ, and so on. Many other chat sites help meet new people and make friends all over the world. It is not a secret that a great number of people spend most of their free time chatting. On the one hand, the Internet communication is exciting and convenient as it saves much time and gives an opportunity to talk with people from other countries. On the other hand, it still cannot supercede the interpersonal communication.

The next purpose of the Internet use is the educational one. Nowadays, it has become possible to attend online libraries, science labs and read scientific journals without even leaving the house. This is practical and convenient for those who work much and have no time to go to library. In addition, while surfing the Net, one can always find some blogs and get an opportunity to communicate with professors and scientists on their own. Online studying is another positive aspect of the Internet use. A lot of people all over the world take online classes and extend their knowledge in certain spheres. Furthermore, they can even have some practical lessons. For example, YouTube suggests a large specter of educational videos, the theoretical part of which can be easily implemented in practice. With the help of YouTube, it is easy to install some program or watch some cooking classes as well as get inspiration for some experiments. In this way, one can be always sure that they get the acute information that is practically verified.

Entertainment is another successful form of Internet use. The Internet is famous for its large number of videos, music, movies, games that are available for free. Besides, on the

Internet, people usually find numerous online stores where the adherents of music can buy some albums of their favorite singer or group. In the same way, the fans of reading can easily order some books or movies, and the shopaholics can effortlessly find the most extraordinary things to buy online.

As it can be noticed, although modern and traditional means of mass media involve different categories of the audience and use different forms and tools for presenting the information, they also have many common features. For example, advertisement seems to be the integral part of any tool of mass communication. Whenever one reads an online article or finds it in a newspaper or a magazine, they will find a lot of both useful and useless advertisements. Another similarity lies behind the fact that the old and the new media manage to inform a person about everything that happens in the world. Moreover, they use similar methods of information gathering, drafting, checking, and proofreading. It was noticed that the traditional types of mass media are closely connected with the new ones; while most of the popular newspapers, magazines and journals have the Internet sites with all the information that is included in their printed version. Moreover, not only the printed mass media can be found on the Internet; television is also available online. In this way, people can watch their favorite shows and programs with the help of a computer.

There is no doubt that in the world of constant development, the mass media tools will also evolve and result in the new forms and images. It is also expected that some kinds of media will replace the other. For example, the Internet is going to become a real competitor of the ordinary cable TV as even nowadays it performs much more functions than the latter.

Modern technologies make it possible for people to neglect the traditional cable television services and enter the new age of entertainment where the leading role is played by the Internet and the related gadgets like computer, laptop, and even mobile phones. Basically, the traditional TV sets may also be useful for such purposes as long as they are connected to

the Internet and afford the viewers to enjoy popular shows and movies without wasting their time on advertisements. Even now, in order to adjust television to the realities of the today's world, the manufacturers strive to produce the so-called "smart TV," the main feature of which is the ability to have access to the Internet. Besides, such modernized television sets are often equipped with the host of streaming devices such as Netflix, Hulu, Amazon, YouTube, or some others, which gives the viewers a unique opportunity to watch the original series or the movies which are accessible only through certain program streams. In fact, modern TVs remind the large tablet computers, and this helps them remain in trend.

However, the traditional cable TV has a tendency to downfall. It is no wonder as the Internet-connected TV box has the range of incompatible advantages over the media of the past days. First of all, up-to-date streaming devices do not tie the person to the schedule of the TV programs and allow the viewers to choose the most suitable time for watching their favorite show or movie by themselves. It goes without saying that such an opportunity is appreciated by those individuals who know the value of their time and do not want to waste it by waiting for the time indicated in the TV program to watch something. Besides, such a smart TV saves much time which the traditional TV spends on the commercials. Shows and movies watched on the Internet do not stop because of the commercials, which makes the Internet one step ahead of the other media.

Another advantage of the streaming services is that they show some original serials and programs unavailable through the ordinary TV. For example, Netflix is popular for its unique "Orange Is the New Black" which is transmitted exclusively through the Netflix program stream. It should be indicated that once Netflix was the only producer of original shows available on the Internet. However, nowadays it has a range of serious rivals represented by other program streams such as Amazon, YouTube, and Hulu. The competition between them in the media market is serious as each strives to manufacture the unique

product to attract the attention of the increasing number of the audience. Amazon, for example, is preferred by the adherents of “Alpha House,” “Bosch,” “Transparent,” while the supporters of Hulu usually switch on their smart TVs in order to enjoy the sport show “Behind the Mask” or the family comedy “Moone Boy”. At the same time, YouTube is the only creator of the adventure series of “Scare PewDiePie,” comedies “Sign it!” and “Lazer Team,” a dramatic movie “Single by 30,” and many other projects.

As it may be noticed, there is a slight difference in the scope of the genres of the films and programs available through different program streams. For example, Netflix gives the viewers a greater choice of entertainment programs and movies than its competitors like Hulu and Amazon. The provider is a real leader as to presenting a wide choice of programs aimed at satisfying the needs of all categories of the audience. Out of the three mentioned providers, Netflix is unique as it produces movies and specials which do not enter the playlist of Hulu and Amazon. Besides, the channel has the largest share of the documentary and drama programs (88 percent and 68 percent, correspondingly). To compare, Hulu produces only 12 percent of documentaries and 11 percent of drama shows. It does not present any children programs, movies, or specials. At the same time, Amazon is popular for the children entertaining shows and drama. Comedy shows are the common feature of all three providers.

Founded in 1997, Netflix is regarded to be the pioneer in the field of program streaming and remains the leader in transmitting movies and TV shows which belong to the category of old ones, while the competitors of the famous brand strive to entertain the audience with an increasing variety of the up-to-date TV shows and movies. However, at the time when the price for Hulu and Netflix services is almost the same and makes approximately 8 USD per month, the absence of advertisements makes Netflix more convenient than Hulu which still uses ads to promote different products. A large number of Netflix subscribers, which reached the point 30 million people in 2012, serve as a profound

evidence of the provider's popularity. To the word, the number of Hulu subscribers as of 2012 hardly reached the point of 3 million. Besides, Netflix is available in more countries than Hulu. The USA, Mexico, Canada, South America, the UK, Ireland, and some Western countries do not comprise the complete list of the Netflix users, while Hulu is available only in the US and Japan.

As a conclusion it should be said that mass media means are always in trend as the demand for the information is constantly increasing. However, along with the traditional forms of information dissemination, there appear some new tools which seem to be more useful and convenient for the modern users. The today's means of mass communication become smarter and thus put the old ones under threat of extinction. However, there is still a chance that the traditional and the modern means of communication will manage to coexist peacefully as each one is intended to satisfy the needs of a definite group of people so that for these people even the oldest tools of mass communication may be more comfortable than the most modernized gadget.