Marija Drakulovska Cukalevska УДК.316.774(497.7)
SS. Cyril and Methodius University Skopje, Faculty of Philosophy
marijad@fzf.ukim.edu.mk
marija_drakulovska@yahoo.com

Anica Dragovic
SS. Cyril and Methodius University Skopje, Faculty of Philosophy
anica.dragovikj@fzf.ukim.edu.mk

Tatjana Stojanoska Ivanova
SS. Cyril and Methodius University Skopje, Faculty of Philosophy
tanjaosi@yahoo.com

NEW MEDIA AND CHANGES IN COMMUNICATION TYPES

Abstract

From the early social thinkers we find a systematic change in thinking from pure existence in the physical world to interpreting the imagined communities that we create due to our thinking process. Today, we are faced with emphasized changes of the types of mediums on the base of way of communication. Studying these changes in the sphere of media and communication in a given social context, starts from two bases, mutually connected assumptions. First, this studying presents existence and appearance of a new technology and new media, which brings to changes of the communicative types, within, this change is connected with certain type of economy, more precisely with a question of globalization, understood in one wider sense. Second, the contents of the media system are put into question, and from this and the dominant model of communication practice. Among sociologists of communication there exists a consensus that new mediums have given changes in relation of interpersonal, group and mass communication. In lack of regulation of contents, new media bring to minimize the function for keeping the gate in media. Actually, it is supposed that displaying of the individuals to new media, to a new virtual web context, and new models of communication, in some period of a few generations, will bring to disappearance of communication face to face. Network communication with hundreds and thousands friends of social media, brings the individuals to drastically alienation from a real world. On that way, social media and network society, function as iron cage according the Weber's conception for society. Going into all areas of a social life this new kind of communication, with its comprising activity, weakens an interpersonal communication and has influence on the human nature.

Key words: changes, new technology, new media, types of communication, network society

Introduction

In last few decades, today's societies are characterized with complex changes. The changes themselves are specifically obvious in the medium's sphere and have far-reaching effects on all aspects of sociocultural life on the members in a given social context. That is due, before all, on the new media technologies (from the World Wide Web to Facebook, Twitter, Instagram and YouTube and the others), which are fast developing in all structural components of a society. The appearance of new media makes interaction, participation and creation to the public. Within that, they make falling of the usage of old media faster, which has already begun, and brought the increased interest about them. Face to face communication is changed with communication network and on that way a culture is created which is constantly imposed on an influence of the new net area, making a new closed system. That system, exists and functions in a new type of a social order, which can have undesired effects upon the vital parts of a human life.

1. What is new?

"What's new about the new media?" was a question posed by Sonia Livingstone in 1999. She argues that technology is centre of attention in different social sciences and in different periods of time. Television, with its several channels available, terrestrial, via satellite and cable, was at that time the pole of attraction. A second new sector had at its core the computer, with games, Internet access, but especially through its opening to online trade (Livingstone 1999).

Today, everything is new! Challenges before which stood modern societies today give special meaning and value of the new media. Today they are the most important channels for obtaining the basic predispositions for functional consistency of these societies. Meanwhile, searches for deep conceived reorganization of the modern societies as an essential predisposition for one valuable meeting with new millennium represent deep thinking over about the targets of new media. In that context, individual and paradoxes of his nature, as well as the nature and function of his culture, are essential in forming of the meanings and basic values of the new media. Among the paradoxes of human nature, certainly, is the fact that an individual, in his nature, is open, free, and cosmopolitan creature, and who necessarily became a prisoner of the certain space and culture, bordering the horizons in reestablishing of a new kind of communication and interaction.If, we number the daily activities of a modern individual, we will notify the phrases: What's app? Follow me on twitter! Check my status on Facebook page! Today, the presence of this kind of mediums is so usual, within every generation which come has a need of row instructions and complete schemes for life. Every medium is a creation of a determined technological

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innovation and with that at the same time is developing a new media and social culture, which support the continuity for changing of ideas in dependence of the consumes needs (personal, social, economic and creative). This especially concerns the studying for an appearance of every new medium in which communicative tradition has the central meaning. Meanwhile, that studying has to make efforts to give new concepts about central categories, in the first order the power of media in relation individual – society, as well as the changes which became in the nature of this relation, but, also, the changes in the nature of communicational types. New media beneath technological changes, are result of cultural and social changes which stimulate the dominant way of communication. In that long complex process of changes, some stages become determined. They contribute a process of making and addition of the existing media. Media become powerful institutions in a given context, which are reflected on interpersonal, group and mass level.

In that context, Zrjinka Petruško, emphasizes that "technological changes which today create new mediums brought instead the term mass media in literature more and more to use the term communication media" (Petruško, 2011:36), whose power is actualized in the frames of recent communicative interaction. That is, in fact, the essence of what Petruško named as digitalization, which together with convergence of traditional mass media, give opportunities for appearance of new media which again change the way of communication and society in totality (Ibid, 37)

Robert Logan, in his book *Understanding New Media*, he points out that "new media are changing the world" (Logan, 2010:1). In a similar way, Van Dijk writes that "new media as a result of merging media and social networks and as an indicator of a second structural communication (r)evolution in which media networks become the new lifeline of society, a network society. In other words, social networks of individuals, groups, and organizations that are realized on the Internet and mobile telephone networks constitute the development of new media. The network nodes are as important as are its connections, and while new media affects its users, these users also shape the nature of new media" (Dijk, 2013). Robert Logan came to similar references in the view of new media. For him, "new media refer to those digital media that are interactive, incorporate two-way communication and involve some form of computing as opposed to old media such as the telephone, radio and TV" (Logan, 2010:4). With this, Logan illustrates the difference between old and new media, putting stress on the old media which are part of mass media and mass society, and new media which are interactive and are part of network society. For these differences speaks Jan Van Dijk, who, similar to Logan, searches and compares old and new media. He, coordinates with Logan in relation of characteristics of new media and comparison with old media, but, he represents the thesis that media in their nature and organization have potential and restrictions. In that direction, adequate comparison of the new and old media, according to Jan Van Dijk, is possible if the following communicative capacities are taken, and they are: speed, reach, storage

capacity, accuracy, selectivity, interactivity, stimuli richness, complexity and privacy protection (Van Dijk, 2006:14). He, clearly shows that those capacities reflect the position of the old versus new media. From discussions for the old versus new media Manovich formulates the key differences between new and old media are: 1. New media is analog media converted to a digital representation. In contrast to analog media which is continues, digitally encoded media is discrete; 2. All digital media (text, still images, visual or audio time data, shapes, 3D spaces) share the same the same digital code. This allows different media types to be displayed using one machine, i.e., a computer, which acts as a multimedia display device; and 3. New media allows for random (Manovich, 2001:66). The new media exceed nationally constituted societies and became moving power of network society and globalization. On that way, new spaces are made and they ruin old borders. In that view, some authors emphasized that spreading and usage of new media is in analogy with diffusion of printed mediums in the West, that was the base for creating the Macluan *Guthenberg Galaxy*. Other authors, as for example Castells and Jan Van Dijk, who in the mind of Macluan, emphasized that today we have penetrated into *Internet Galaxy* (Castells, 2001, Van Dijk, 2006; 2013). Without doubt, new media are part of a cultural process, which gives forms to the social values and within that, transform the society.

2. Changes in Communication Types

Today, in studying the changes of types of communication, we can met several approaches. There are some differences among them, but they do not exclude themselves. The first approach refers to the existence of a model of communication characteristic for a determined type of a medium and society. Second approach refers to technological changes which happen in the channels for transmission of messages, in period of several generations, it will bring affirmative relation to the dominant way of communication in all spheres of living. The third approach is focused on creating of new net spaces and their influence on the individuals in a given social context. As the societies developed, at the same time the meanings through which information transmitted to the public were developed and sophisticated. In the beginning of the previous century, the existing channels for communication were changed with new channels. That is, in fact, the first wave of changes which refer to the new technological innovations in this sphere.

In the discussions for these changes, Ronald Lorimer emphasizes that these changes, mainly, refer to the ways according to which communication is realized in the society. He points at that how the old ways of communication are deserted, and how the oral and written communication are changed with electronic communication, and through them the channels which transmitted messages to the public are changed (Lorimer,1990:11). It means that through history we continually have new media which in some determined period gave sign and formed the types of communication.

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Communications which are realized on interpersonal level had dramatic changes with the appearance of the new media and practicing of new informational technologies for communication.

For Manuel Castells, "digital networking technologies allow individuals and organizations to generate their own messages and content and distribute it in cyberspace" (Castells, 2013: XX). In the last decade, it is progressively notified that communication is good and cheaper in any time and space of the planet Earth. On that way, an intermediate experience is made, which is a result of collage effects and penetrating of the distant happenings in everyday life of individuals. It is a result of new media which put on existence in virtual world that understands making a new form of committee, which directly (online) mixes individuals and groups around their common needs, interests and values (Rheingold, 1993:6). Actually, that is an interactive committee, a place where a modern individual can escape from his own reality, putting stress on his social nature and neglected individual creation and face to face communication. More and more people spent their time on-line, moving away from the real world, alienating on interpersonal level. That condition is notified in their behavior, which always implies relations of (dis)confidence among individuals, but also in the relation of the individuals to themselves. That is modelled from the change of interpersonal relations, as a change of the face to face relations with virtual relations, and all that to be the result from the influence of new technologies. In that sense Douglas Kellner indicate: "new technologies imprison us in a technological cave reducing the people's life in instrumental measure, alienated us from the nature, other people, possibilities for creativity, as well as to be what we are" (Kellner, 1996). Because of that, some scholars in sociology have decried the negative effects of new technology on new society and relationships in particular, saying that the quality of relationships is deteriorating and the strength of connections is weakening (Richardson, Hessey, 2009: 29).

These changes have a continuity and for explaining the group communication. Namely, in the era of a new media, groups are involved into net communication, which confirm the relation between individual and technologies. In that sense, Bernard Stiegler emphasizes that the "coexistence of humanity and technology is important to understand the evolution of both throughout history" (Venn, at all, 2007). In connection with this, social media give opportunities to the individuals having possibility to present and their social and personal identities, and within that, to activate the processes of communication among groups and among individuals. Social and group identities have potential from social media area because they are in coordination with human invention and represent the usage of non-verbal and visual symbols (emotions with symbols), even and linguistic signs that present group identity. In that sense, social media are differed, on one side on the base of their language and symbols of communication, and on the other side with mediation of computers the group communication is realized. According to Caleb Carr and

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Rebecca Hayes, social media as "Internet-based, disentrained, and persistent channels of mass personal communication facilitating perceptions of interactions among users, deriving value primarily from user-generated content" (Carr and Hayes, 2015: 49). Authors, endeavor through this idea to emphasize a cardinal function of social media in relation with other channels and to identify a few characteristics of social mediums in relation with more general tools of computer's mediated communication. Computer-mediated communication is different from other media use because it is transient, multimodal, with new codes of conduct governing use, and allowing for a high degree of and user manipulation of content (McQuail, 2010:145). Beneath these ideas, namely an idea for changes in group communication in the era of new mediums is an idea for changes in mass communication. That is, writes Denis McQuail, "one of several society- wide communication processes, as the apex of a pyramidal distribution of other communication networks. Communication network refers to any set of interconnected points (persons or place) that enable the transmission and exchange of information between them. For the most part, mass communication is a network that connects very many receivers to one source, while new media technologies usually provide interactive connections of several different kinds (Ibid: 16). According him, seen on this way, mass communication intensifies its development to new technological media. Today, a great number of printed newspapers, TV and radio channels have digital platform. These media became powerful tools for transmission messages to the mass public. In that direction, Joseph Turow indicates that "till 2001 year, the newspapers did not use Internet, because the publishers have been distrustful to the new technologies, but after a few years, they have changed their opinion and comprehend that the public use more and more digital platforms. Because of that, precisely, many publishers used Internet intensively and with that the collaboration with readers public has spread out of publisher's stations" (Tjurou, 2012: 500 -501). Beneath this, their contents are present and on social media as Facebook and Twitter in direction of increased diffusion through global virtual space. Also, social media is a challenge for journalists who use them daily. Journalists have play an important role in building the processes of networks. They use social media for two purposes: 1) promoting their own journalistic productions; 2) gathering information, according to a recent study. But, the focus is on quantity, not on quality of messages and channels through which the messages are transmitted.

On that way, the growing of tendencies for fragmentation begins, and at the same time the losing of the common basis for information. That tendencies to fragmentation of the public are present in relation with the old media. Sociologist Manuel Castells, in his book Communicational Power, emphasizes the power of networks in communication. That power is recognized in communication that can be found between interpersonal and mass communication. In the opinion of Castells, it is a new form of communication, characteristic for the new technologies, which is named by him as mass self- communication.

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In that direction, he writes:

It is mass communication because it can potentially reach a global audience, as in the posting of a video on YouTube, a blog with RSS links to a number of web sources, or a message to a massive e-mail list. At the same time, it is self-communication because the production of the message is selfgenerated, the definition of the potential receiver(s) is self-directed, and the retrieval of specific messages or content from the World Wide Web and electronic communication networks is self-selected. The three forms of communication (interpersonal, mass communication, and mass self-communication) coexist, interact, and complement each other rather than substituting for one another. What is historically novel, with considerable consequences for social organization and cultural change, is the articulation of all forms of communication into a composite, interactive, digital hypertext that includes, mixes, and recombines in their diversity the whole range of cultural expressions conveyed by human interaction (Castells, 2013: 55).

Conclusion: Future of new media

New media technologies had transform the sphere of media very fast, and today it became decision tool in economy, politics, culture, business, marketing, education and many other areas. More precisely, new media became part of the life of a modern man and appear in many different surroundings. Actually, a man is involved a process of adaptation to the new ways of communication in accordance with his needs. They are also transforming our experience as individuals who increasingly live in and through digital communication environments. In the next period we will see major changes in relation to human interaction: 1) Integrated electronic equipment will be used; 2) Generalization of interconnection; 3) Diversification of services and applications; 4) Expansion and generalization of the cloud computing field; 5) Generalized communication, through the exchange of information and content generation; 6) communication will become open field, as people will switch from exchange of information to the exchange of services and products; 7) Stimulation and application of ethical principles. All changes are present from interpersonal to group including mass media and social media. As a consequence of the changes, we identify erosion of the most sensitive part of human nature, that is, communications face to face. Namely, media technology has become an end in itself as an idol, and has a narcotic effects.

In the end it should be noted that despite some criticism leveled at the use new media, they so far proved to be very useful tools to address the complex social and cultural dynamics. It is our opinion that they will stay relevant for social and cultural analysis for long time.

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