Understanding the Potentiality of New Media

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ABSTRACT:

The innovativeness added to the media contributed to the emergence of the concept 'New Media'. It is worth mentioning the attribution of Internet Technology to the advancement of Communication Process and Technology and this incorporation is attributed to the emergence of New Media. This study discuss about the concept of Accessibility and Accountability in communication. Media as consolidation of feedback about the innovations and potentials of the media application.The emergence and evolution of technology divulges the fact the technology enhances conveniences and comfort of human living.The term 'affordability' can be meant as the cost or price involved to access or use platform, services, information and so on. In this regard, the cost involved to access media and their services can be considered.Affordance can be defined *anything that is provided*, facilitated, equipped *or furnished by*/in an environment to an animate organism dwelling within it, whether good or bad. Affordance can be understood as the capability ergonomically placing or embedding features or controls to the access the system. The Graphic User Interface (GUI) is the important component to discuss or refer about affordance in a system. In the present day situation, the GUI are contextualized and localized to capture the attention of the users and other stakeholders.This study discuss about the context of New Media and Human Interactions, we can propose the need for mediation; mediating between

Communication Technology and the primary stakeholder of communication, the Human Beings.

KEYWORDS:

Stakeholders, Graphic User Interface, Accessibility, Accountability, Mediation.

INTRODUCTION

It is observed that the term 'media' is used as Singular Collective term for more than seventy years denoting the channels of communication and information and sometimes, the process of communication itself. Scholars observe innovativeness added to the media in existences which contributed to the emergence of the concept'New Media'(Lauer, 2012).In this regard, it is worth mentioning the attribution of Internet Technology to the advancement of Communication Process and Technology and this incorporation is attributed to the emergence of New Media (Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly, 2009). But it is observed that the 'innovativeness' or 'innovation' added to the communication media was appropriation of different communication application by the process of 'Convergence'. It is to be noted that emergence of New Media and applications can be perceived as the revolutionary consequence of the inclusion of the convergence and technological advancement in the field of communication. In the social sense, the possibility of the New Media is that can offer 'many to many' patterns of communication. In a way, we can say that New Media offers possibilities of participation and interactivity for people from the varied level. Media users are widely engage New Media application for communication needs including academic and research (Lievrouw, 2011). In further understanding the definition of New Media, it is observed that human innovation in communication capabilities is in way intimidating or corroding the innate human capabilities. In understanding the emergence of New Media and its innovation, Mark B. Hansen presents that advancement in communication media is merely attributed to the fact of technology (W. J. T. Mitchell, Mark B. N. Hansen, 2010).

New Media is an envisaged Platform of Potentiality

New Media has significant potentiality in terms of utility, versatility and agility for the participants in the media. Social Anthropologists comment on the New Media as tool that actualizes yester-year's tools of science fiction and human imaginative fantasies(Deuze, 2006). Communication scholars like Dennis McQuail refers New Media as consolidation of feedback about the innovations and potentials of the media application(McQuail, 2010). The possibility of the New Media application is indubitably enormous. Moreover, New Media has versatility to be engineered to the needs of the users within a short duration. In this regard, let us briefly discuss some of the aspects that make the New Media applications potential and expedient for the various stakeholders.

Potentiality of Accessibility

History of communication suggests that the concept of Accessibility in communication was introduced by Theodore Vail, then president of AT&T in 1907(Jones, 2003). Back then, many would have thought that the concept would nothing but a mirage. The Government participation and Universal consolidation of technical and non-technical factors through policy and joint action have actualized the concept of accessibility of telecommunication to majority of the human populations (Report by the International Commision for the study of Communication Problems, 1980). In the same line, New Media subtly was promoted as an extension of telecommunication services across the Globe. In today's context, New Media is perceived as potential tool that facilitates accessibility through its interactive features would help people and their communities in their living and livelihood. Access has to be understood in a Social frame work especially in context like India. There are myriad of factors in Indian context that tends sideline people from participating in the political, social, economic and cultural affairs. New Media facilitates platform and possibility for the people to express their opinion and participate in the above mentioned aspects for a harmonious living.

Skimming through literature related to the emergence and evolution of technology divulges the fact the technology enhances conveniences and comfort of human living.Analyzing the emergence of communication technology and its applications, we can understand the fact that each step in technological advancement undoubtedly augmented the convenience and comfort of human beings. Aligning with the theme

of the study, we can implicitly say that access to New Media application has facilitated convenience and comfort in our everyday living. Information has become the central element in the understanding and usage of New Media.

Potentiality of Accountability

'Accountability' is far more than a concept in collective living and human existence. Accountability can be synonymously referred to the virtue of responsibility in the highest degree and trust without ruse. New Media seemingly functions with the media with certain degree of accountability. However, it is to be observed the phrase 'certain degree of accountability' in the previous sentence is to be taken as a caveat since absolute accountability in any human involved medium or system is not very much possible due to various limitations.

The prime criticism with the traditional media was the issue of agenda setting and opacity in the operations and functions of the media. The issue of agenda setting and media framing is largely addressed through advocacy for the free and liberal press. However, New Media addresses certain of these issues to some degree through the factor of accountability guaranteed to its stakeholders.One of the key features of the New Media applications is be involve participation of the various stakeholders in the process of communication. When stakeholders understand their role in the process and also, their limitation in sharing and seeking information, the medium tends to be accountable and reliable. It is true when social medium platform are included as part of news gathering and sharing, the accountability of the people involved can be ascertained. An example to cite the realization of accountability in praxis is the prevalence of Citizen Journalism. One of the earliest Citizen Journalism initiative was the 'OhmyNews' started in South Korea in 2002 during the presidential election (Joyce, 2007). A close examination of literature connected with the initiative reveals the need for transparency and accountability led to the initiating the 'OhmyNews' through web portal. The initiative was significant success which was popularized with the tag line,*Every citizen is Journalist*(Hartley, 2011). It is can be understood 'accountability' is taken as a virtue more than as mere feature in the communication process. The aspect of Accountability in the New Media applications helps the audience connect with other stakeholders which fulfills the crux of the communication.

Potentiality of Affordability and Affordance

The economies of accessing the media and its products is one the important aspect that to be understood. The term 'affordability' can be meant as the cost or price involved to access or use platform, services, information and so on. In this regard, the cost involved to access media and their services can be considered. The issue of 'Affordability' is the key factor that is contended in the emerging new digital landscape (Goggin, 2014). New Media communication applications are considered as significant infrastructural components in the upcoming economics than mere telecommunication services that offered voice communication and entertainment. In the changing scenarios of social, political, economic and cultural pursuits, communication and information have become core components of productivity and development. In this regard, 'affordability' becomes key factor in accessing the services of New Media applications. In analyzing and understanding of New Media and its application, the implementation of New Media application is relatively less complex than the traditional media. In most cases, a primary hardware remains the same and secondary technologies help the user access latest information and enables them to participate in varied communication processes. In other words, affordability helps the users to New Media access the primary technology or the platform to converged communication processes, whereas technological affordance helps applications to enable the process of communication(Sandra K. Evans, Katy E. Pearce, Jessica Vitak and , 2016).New Media has the potential to implement contextual technology to notch to the zeitgeist demands of the user taking into consideration the issue of security, phishing and other situational threats. In these regards, there is no considerable need to switch to newer devices and platforms. However, there are criticism and voices about the lurking disparity in implementing technologies that sometime explicitly mediates the contextual digital divide among the people. Another succeeding concept with 'affordability is 'affordance'.

Affordance can be defined *anything that is provided*, facilitated, equipped *or furnished by*/in an environment to an animate organism dwelling within it, whether good or bad (Dictionary used by Asir Uncle, ref. Alex). It is to be noted that both the concepts are not synonymous or similar in meaning or in understanding. It is observed from reading that affordability precedes affordance (Pegrum, 2014)(daviding, 2019). Affordance can be understood as the capability

ergonomically placing or embedding features or controls to the access the system. The Graphic User Interface (GUI) is the important component to discuss or refer about affordance in a system. In the present day situation, the GUI are contextualized and localized to capture the attention of the users and other stakeholders (Bollini, 2017). It is observed that the basic principle proposed by the first century Military Civil Engineer Marcus Vitruvius Pollio, *"Haecautemitafieridebent, uthabeatur ratio firmitatis, utilitatis, venustatis."*, which is roughly translated as Validity, Utility and beauty are the three pillars of good design in any system(Cartwright, 2015). The affordance in each type of platform differs according to the purpose, objective and audience. For example, the Enterprise Resource Package (ERP) portal in organization would feature level of affordances to be jargon and process oriented but in e-commerce or services portal would feature more interactive and user friendly features. The flexibility in adopting features to include interactivity as per the interest of the user and their context can be made possible in the New Media platform.

In this regard, applying the reading into the context of New Media and Human Interactions, we can propose the need for mediation; mediating between Communication Technology and the primary stakeholder of communication, the Human Beings.

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