



Most Important Questions from Unit 3: New Media



Notes on Unit 3: New Media

1. Convergence and New Possibilities of Communication

- **ICE Age (Information, Communication, Entertainment)** defines the modern era.
- Technology advancements like **photography and phonograph** expanded communication.
- **Mass media democratized information access** by making it widely available.

Key Thinkers



Majid Tehranian (Iran)

- Identified **three megatrends** shaping the 21st century:
 1. **Globalization** – Increased international interconnectedness.
 2. **Regionalization** – Strengthening of regional identities and economies.
 3. **Democratization** – The spread of democracy, though it lags behind the first two trends.
- Believed **media plays a critical role in political movements and democracy expansion**.



Amartya Sen (India)

- Views **democracy as a defining achievement of the 20th century**.
- The **challenge of the 21st century** is to make democracy more inclusive.
- **Three key aspects of democracy**:
 1. **Political freedom** is crucial for overall human freedom.
 2. **Democracy amplifies the voice of the weaker sections** of society.
 3. **Public discussion shapes values and priorities**, ensuring fairness.

Walter Lippmann (USA)

- Analyzed the **relationship between media, democracy, and public opinion** in his book *Public Opinion* (1922).
- Argued that **a well-informed public is essential for a functioning democracy**.
- Highlighted that **early mass media was inaccessible to most people**, limiting their political awareness.
- Today, mass media has evolved, but **concerns about media bias and misinformation remain**.

3. The Impact of the Internet on Mass Communication

Before the Internet

- Mass communication was **one-way** (TV, radio, newspapers).
- Limited sources of information, dominated by a few large corporations.
- Required **huge infrastructure and investment**.

After the Internet Revolution

- **Empowered individuals** to publish and share content globally.
- **Information spreads faster** across multiple platforms.
- **Real-time communication** and instant feedback loops (social media).
- **Decentralized media** – Many small content creators now compete with big media houses.


Socio-political impact of the new information order:

- **Strengthened democracy** – More voices are heard in public discussions.
- **Rapid opinion formation** – Social media shapes public sentiment quickly.
- **Challenges** – Fake news, propaganda, digital surveillance.

Basic Concepts of New Media


What is a key characteristic of new media?

- a) One-way communication
- b) Interactivity
- c) Limited access
- d) Fixed broadcasting time

 **Answer:** b) Interactivity

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② Which of the following is an example of new media?

- a) Newspaper
- b) Television
- c) Social media platforms
- d) Radio

✓ **Answer:** c) Social media platforms

③ The term 'ICE Age' in new media refers to:

- a) Internet, Cinema, Education
- b) Information, Communication, Entertainment
- c) Interactive, Creative, Effective
- d) International, Cyber, Engagement

✓ **Answer:** b) Information, Communication, Entertainment

④ How has new media changed journalism?

- a) News is now real-time and digital
- b) Journalists no longer exist
- c) Newspapers have completely disappeared
- d) Information is delayed

✓ **Answer:** a) News is now real-time and digital

⑤ Which of the following best defines media convergence?

- a) The merging of print and radio
- b) The integration of different forms of media in a single platform
- c) The separation of digital and traditional media
- d) The decline of social media

✓ **Answer:** b) The integration of different forms of media in a single platform

⑥ What is a major concern related to new media?

- a) Slow communication
- b) High cost of newspapers
- c) Fake news and misinformation
- d) Limited access to the internet

✓ **Answer:** c) Fake news and misinformation

Q: Amartya Sen considers the development of democracy as a distinguished contribution of the 20th century and states that the challenge of the 21st century is to complete democracy. What does he emphasize as the key factor for achieving this?

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- a) Economic growth
- b) Political revolutions
- c) Inclusiveness and public participation
- d) Technological advancements

✓ **Answer:** c) Inclusiveness and public participation

Key Thinkers on New Media & Democracy

7 **Majid Tehranian identified which three megatrends affecting communication?**

- a) Globalization, Democratization, Regionalization
- b) Industrialization, Privatization, Commercialization
- c) Convergence, Digitalization, Socialization
- d) Technology, Marketing, Branding

✓ **Answer:** a) Globalization, Democratization, Regionalization

8 **Amartya Sen considers the development of democracy as a major contribution of the 20th century. What does he believe is the challenge for the 21st century?**

- a) Controlling media ownership
- b) Completing democracy by ensuring inclusiveness
- c) Reducing the impact of new media
- d) Restricting freedom of speech

✓ **Answer:** b) Completing democracy by ensuring inclusiveness

9 **Walter Lippmann's book *Public Opinion* emphasized:**

- a) The role of media in shaping democracy
- b) The need for censorship in mass communication
- c) The decline of radio broadcasting
- d) The commercialization of print media

✓ **Answer:** a) The role of media in shaping democracy

10 **What is a key issue with the democratization of new media?**

- a) Lack of user participation
- b) Spread of misinformation and fake news
- c) Complete government control over content
- d) Declining global internet access

✓ **Answer:** b) Spread of misinformation and fake news

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11 Which of the following is NOT an example of new media?

- a) Blogs
- b) Podcasts
- c) Printed magazines
- d) YouTube videos

✓ **Answer:** c) Printed magazines

12 OTT platforms like Netflix and Amazon Prime are part of:

- a) Traditional broadcast media
- b) Print media
- c) New media
- d) Analog communication

✓ **Answer:** c) New media

Short Answer Questions (2-3 Marks Each)

1. What were the challenges of information dissemination in the 20th century?

✓ The **20th century** faced challenges such as:

- **Limited access** – Only a few media houses controlled news distribution.
- **Delayed communication** – News took time to reach audiences due to physical print media.
- **Censorship & propaganda** – Governments controlled information, leading to biased reporting.

2. Define democratization as an unmistakable force after the 1991 collapse of the Soviet Union.

✓ After the **collapse of the Soviet Union in 1991**, democracy spread globally as:

- Many **authoritarian regimes collapsed**, and countries adopted democratic governance.
- **Mass media became freer**, allowing open discussions and independent journalism.

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- The **internet helped spread democratic values**, making information accessible to all.
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3. What were the key image-making technologies developed in the 19th century?

✓ The key image-making technologies developed in the 19th century were:

1. **Camera (Photography)** – The invention of the camera allowed people to capture images of places, people, and events. Before photography, descriptions were primarily verbal or written, but now people could visually document reality.
2. **Phonograph (Recorded Sound)** – The phonograph made it possible to record and play back sounds. This extended human hearing beyond direct experience, allowing people to listen to voices and sounds from distant places or past times.

These technologies marked a significant advancement in the way information was captured and shared, transforming communication and mass media.

4. How did the development of photography influence mass media in the 19th century?

✓ Photography revolutionized mass media by:

- Providing **real-life visual documentation** of events.
 - Enhancing **journalism accuracy** and historical record-keeping.
 - Leading to **photojournalism**, making news stories more engaging.
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5. What is media convergence, and how has it influenced mass communication?

✓ **Media convergence** is the blending of **print, digital, television, and online media** into unified platforms.

- **Influence on Mass Communication:**
 - News can be **accessed on multiple platforms** (e.g., TV, apps, social media).

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- **Faster news dissemination** due to digital accessibility.
 - Encourages **interactive engagement** through comments, sharing, and real-time updates.
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Long Answer Questions (4 Marks Each)

1. Discuss Majid Tehranian's three megatrends and their impact on media.

✓ **Majid Tehranian** identified three key megatrends shaping global communication:

- **Globalization** 
 - Media spreads culture, ideas, and information worldwide.
 - Western dominance in global media still exists, impacting content diversity.
- **Regionalization** 
 - Nations focus on their **local media, languages, and content**.
 - Helps preserve **cultural identities** against global influences.
- **Democratization** 
 - Media empowers people through **free speech and public debates**.
 - However, misinformation and propaganda remain challenges.

 **Impact on Media:**

- The internet has **accelerated globalization** by making global news instantly accessible.
 - Regional content (e.g., Bollywood, K-dramas) competes with Hollywood.
 - Digital activism (e.g., Twitter movements) influences politics worldwide.
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2. How does Amartya Sen connect democracy with mass media?

✓ **Amartya Sen** believes that democracy and mass media are deeply linked:

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- **Political Freedom & Mass Media:**
 - A **free press allows diverse opinions** and exposes corruption.
 - Ensures the **public has access to factual information** for informed decisions.
- **Public Participation & Voice of the Weak:**
 - Democracy amplifies **marginalized voices** through media.
 - New media platforms help ordinary citizens participate in debates.
- **Mass Media as a Tool for Social Change:**
 - **News coverage** of social issues (poverty, inequality) pushes for policy changes.
 - **Social media activism** (e.g., #MeToo, Black Lives Matter) demonstrates democracy in action.

📌 **Conclusion:** Media is essential for democracy, but it must remain unbiased and fact-driven.

3. Explain Walter Lippmann's views on the role of public opinion in governance.

✅ **Walter Lippmann** argued that:

- **Public opinion is shaped by media:**
 - Media acts as the **"gatekeeper"** of information, deciding what people know.
- **Challenges of Democracy:**
 - Most people **don't experience events firsthand**, so they rely on media interpretations.
 - Media bias can **manipulate public perception** and influence political decisions.
- **Solution:**
 - Lippmann believed in the need for **trained journalists and media literacy** to ensure informed public opinions.

📌 **Relevance Today:**

- His concerns about media manipulation are more relevant than ever with **fake news and biased reporting**.
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4. Compare mass communication before and after the internet.

✓ Before the Internet:

- Media was **one-way** (TV, radio, newspapers).
- **Limited sources** of information controlled by governments or corporations.
- News was **slower**, relying on physical printing.

✓ After the Internet:

- **Two-way interaction** (social media, blogs, YouTube).
- **Decentralized media** – Many independent creators compete with big media houses.
- **Instant news updates** through digital platforms.
- **Challenges:** Fake news, misinformation, and privacy concerns.

📌 **Conclusion:** The internet democratized information but also introduced new media challenges.

5. What are the main challenges posed by the Internet for democracy and governance?

✓ While the internet supports democracy, it also brings challenges:

- 1) **Fake News & Misinformation** – False stories influence elections and public perception.
- 2) **Cyber Manipulation** – Governments use social media to control narratives.
- 3) **Privacy Violations** – Surveillance and data breaches threaten personal freedom.
- 4) **Digital Divide** – Not everyone has equal internet access, creating information gaps.
- 5) **Echo Chambers** – Algorithms show users only what they agree with, limiting diverse viewpoints.

📌 **Solution:** Governments and tech companies must regulate online misinformation while protecting free speech.

📖 Essay-Type Questions (6-10 Marks Each)

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1. Critically analyze how the internet has transformed mass communication.

✓ The **internet revolutionized communication** by making information more **accessible, fast, and interactive**.

- **Traditional media vs. new media** (newspapers vs. blogs, TV vs. YouTube).
- **Instant news updates** and real-time engagement.
- **Rise of citizen journalism**, but also the **spread of fake news**.
- **Advertising shift** from print to digital (Google & Facebook ads).

📌 **Conclusion:** The internet is a powerful tool, but its influence must be balanced with responsible media practices.

2. Explain the positive and negative socio-political implications of new media.

✓ Positive Implications

- Encourages **political participation** (e.g., online petitions, protests).
- Exposes **corruption and injustice** (e.g., investigative journalism).
- Allows **global cultural exchange** (YouTube, streaming services).

✓ Negative Implications

- **Misinformation & propaganda** spread through fake news.
- **Political polarization** as social media creates ideological bubbles.
- **Privacy threats** from online tracking and surveillance.

📌 **Conclusion:** New media is a double-edged sword; it empowers people but must be regulated responsibly

♦ Bonus Tip from Srishti Ma'am:

I know you're nervous after looking at the vast syllabus, but take it **one step at a time**, and **you can ace it!** Come on, **do it!** 💪📖✨

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