

## Theoretical approaches of New Media

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### **Abstract :**

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**Keywords:** New Media, traditional theoretical approaches, traditional Media, media theories

### **Résumé :**

Le concept de nouveaux médias qui a émergé dans le domaine des médias et de la communication a contribué à la création d'un nouvel environnement parallèle à l'environnement de communication traditionnel. Cela a rendu la théorisation traditionnelle inadéquate pour expliquer la communication et même les phénomènes sociaux. Cela montre la nécessité de nouvelles théories pour contenir les changements imposés par les médias et la technologie de la communication. Dans cet article scientifique, nous passons en revue des exemples de nouvelles tendances théoriques qui reflètent les différentes interprétations des théoriciens.

**Mots clés :** Nouveaux Médias, approches théoriques traditionnelles, médias traditionnels, théories des médias

## **Introduction**

The emergence of the Internet has imposed a new reality in the field of communication and media, termed new media, electronic media, interactive media or multimedia media, which is active in the virtual space and uses electronic media as its tools, characterised by characteristics and features derived mainly from the characteristics of the Internet, for example, the Internet environment provided the user with the ability to use integrated media, which allowed him to interact immediately.

In this context, theoretical attempts emerged by researchers to theorise this new media environment, linking traditional and new media. Traditional theories emerged in the various web spaces and were adapted to suit the new media field, most notably the introduction of strategies and gratifications, agenda-setting theory, gatekeeper theory, the spread of innovations, and cultural inculcation.

These research endeavours promote the integration of traditional and new theories and look at the Internet as new supports and not as new means. As for the new theoretical approaches that tried to provide explanations for the phenomena associated with new media, we can mention the theory of media richness, the organic formation of media, the network approach, social network analysis, network theory, and other theories that are concerned with the Internet space and users.

### **1. The Definition of New Media**

The term new media refers to the combination of new and traditional communication technology with the computer and networks, and is also called live networked media and cyber or digital media. (Abdul Azim Kamel Al-Jumaili, Thana Ismail Al-Ani, 2016, 73)

It shares general principles and objectives with traditional media and is carried out through electronic methods, primarily the Internet. It relies on a new means of modern media, which is the combination of both traditional and modern media. In order to deliver the required contents in differentiated and effective forms and in a more effective way.

The concept of new media refers to new media services and models that allow the emergence and development of the content of media communication, automatically and semi-automatically in the media process using modern electronic technologies resulting from the integration of communication and information technologies as

media carriers rich in potential in form and content. (Amer Ibrahim Kandilji, 2015, 70-73)

## 2. Characteristics of New Media

By examining the characteristics of new media, we aim to establish the difference between it and traditional media in order to clarify the lines between them, the most important of which are :

- ***The use of hypertext: HTML (hypertext transport protocol)***

Hypertext is one of the most distinctive and obvious characteristics that the World Wide Web has added to the Internet. Vanever Bush is considered the first to describe this feature, while Ted Nelson is credited, and the idea of hypertext is based on linking different texts from multiple sources and sites in one spatial space, through computer programs. (Jaber Jassim Mohammed Al-Sheikh, 2009: 393)

It is an organisation of the relationship between linked texts in a program or a site or multiple sites when texts are called upon by navigation tools, and this organisation is based on building links or links that connect several texts in paths that allow selection from them or moving to other paths that are also linked to them. (Abdul Hamid, Mohammed, 2007: 116).

- **Mobility :**

Many communication tools allow users to move from one place to another while on the move, such as a mobile phone, car or plane phone, wristwatch phone, in-car video device, laptop with a printer.

- **Portability:**

It is the ability of the means of communication to transfer information from one medium to another, such as technologies that can convert an audible message into a printed message and vice versa, and is on its way to achieving a machine translation system.

- **Connectivity:**

It means the ability to connect communication devices with greater diversity than other devices, regardless of the manufacturer or the country in which they were manufactured, by setting technical standards for these devices that are agreed upon between these companies.

- **Asynchronous:**

It means that messages can be sent at a time convenient to the individual user and does not require all participants to use the system at the same time, for example, in email systems, the message is sent directly from the producer of the message to the receiver at any time without the need for the receiver to be present.

- **Popularity and spread:**

We mean the systematic spread of the communication system around the world and within each layer of society, as each means appears to be a luxury and then turns into a necessity, as was the case with television, the more devices used, the more valuable the system is to all parties involved.

- **Internationalisation or universalisation:**

The new basic environment for means of communication is an internationalised global environment. (Suleiman Zaid Munir, 2009: 54, 55)

- **Interactivity:**

Information technology has enabled modern means of communication to establish interactivity between the sender and the receiver. The interactivity of the Internet far surpasses the interactivity achieved by the telephone for a long time, and is radically different from the interactivity of radio and television.

Interactivity refers to the degree to which participants in a communication process have an impact on the roles of others and can exchange them, and their practice is called reciprocal practice or interactivity.

It reflects the recipient's interaction with the elements of the communication process for the same programme or users of the same channel, in addition to providing the recipient with a number of processes, namely Navigating the channel, programme, pages or content links, and finally reporting the results of these operations back to the channel or communicator, and interactivity requires synchronous and asynchronous tools to achieve the goals of the communication process.

- **The Segmentation Of Audiences:**

After the main trend of mass communication until about the early 1980s was to direct specific messages to large and massive audiences, which is called massification, the new trend of the new communication media tends towards demassification, that is, individualisation or personalisation by providing a huge number of

communication messages to small groups and specific individuals. (Iqab Mohammed, 2013, 18-20-21).

- **Flexibility:**

If the user has minimal knowledge of the Internet, he can overcome a number of procedural issues that he encounters, and the computer plays a dual role here, on the one hand it is the vessel that provides the connection to the Internet and dealing with it, and on the other hand processing information, and storing it in various forms and methods.

As for the media aspect, this can be done through the user's ability to easily access a large number of information sources, which gives him the opportunity to select the information he sees as good and truthful, and distinguish between them and sites that provide fake data, knowing that the ability to falsify information has increased with the advent of the Internet, which has facilitated many processes of synthesising images, switching voices and others.

### **3. New Media Theories:**

#### **3.1. Media Organogenesis Theory**

Fielder defines media organogenesis as a unitary way of thinking about the technological evolution of communication. He argues that by studying human communication systems as a whole, new media do not arise spontaneously and independently, but emerge gradually as a result of organogenesis, and organogenesis is a biological process through which an organism develops physically after birth or hatching.

Fielder argues that media, like other systems, respond to external pressures by reorganising themselves, and like living organisms, they evolve to maximise their survival, and to keep pace with changes in a changing environment: Co-evolution, Convergence and Complexity. He continues that all forms of communication are tightly linked in the fabric of the human communication system and cannot exist independently of each other, and when a new mode of communication appears and develops, it affects over time and to varying degrees the development of all other existing modes of communication, and the rule is the co-evolution of these means together and coexistence among them, not the individual development of the new means and the complete replacement of the old means, and therefore the new media did not arise suddenly and did not arise from other media, but emerged and developed gradually, relying on the heritage of the previous means on the one hand and influencing these means on the other hand.

According to this understanding, it was natural for television stations to develop websites through which they publish live television broadcasts to other segments of the audience, and for television newspapers to take advantage of video footage and publish it on their websites to attract more audiences.

Fielder says that when media outlets come under external pressures and new innovations emerge, each medium spontaneously tends to reorganise itself to keep up with these innovations. Just as species evolve to survive in a changing environment, so do existing communication and media outlets, and this process is the essence of the organic morphology of media, according to Fielder. (Hosni Mohamed Nasr, 10-11 March 2015, p.41)

### **3.2. Negroponte's Approach:**

Negroponte identifies the advantages of the new media over its predecessors in its replacement of physical units with digital ones, or bits instead of atoms, as the main means of carrying information that is delivered in electronic rather than physical form

The most important feature is that this media came out of the captivity of the authority that was represented by the leaders of society, the tribe, the church and the state into the hands of all people, and this was partially achieved with the advent of the Gutenberg printing press and was also achieved with the advent of the telegraph and took its full character with the advent of the Internet, which came with an unprecedented application and achieved the model of mass communication between all people.

### **3.3. Vin Crosby's Approach:**

He considers it a new communication process that differs from what characterises the previously known personal or collective communication model and even forms of mass communication, as individual messages can reach an unlimited number of humans simultaneously, and that each of these humans has the same degree of control and the same degree of mutual contribution to the message, and the Crosby approach shares the same ideas with the Negroponte approach, and that the emerging power of the new media is that it will dig and encourage completely new mechanisms for production and distribution that will create new concepts for media forms and their contents. (Ben Abbou Walid, March 2020, p. 29).

### **3.4. The Uses And Gratifications Approach:**

It is considered one of the most prominent theoretical approaches that adapted to the nature of the new media, given that

Internet surfers go to search for specific content to satisfy specific needs, unlike recipients of traditional media contents who may use them out of routine and habit without specific motives, and the adoption of the hypotheses of this theory was well received by researchers in the field of media and communication sciences and considered appropriate for the study of new media, according to some researchers that forms of interactivity at the level of the Internet have a more powerful and higher level than those related to traditional media, but since the individual is intentional in his exposure and browsing of certain sites (Bensoula, 2023)

### **3.5. The Innovations Approach**

This approach has been adopted in the study of new media because it is based on the study of how new technologies and ideas are disseminated, evaluated and adopted, as most researchers agree that the Internet and the Web have developed and grown at a much faster rate than any other media, as Rogers found that innovations characterised by interactivity or two-way communication accelerate the adoption process because they reach a large number of users more quickly.

As Gabay points out, the Internet reached a large number of users in just four years, while social media sites reached a large number of users in just six months, compared to the telephone, which took 43 years to reach 50 million users, while 38 years for radio and 13 for television. (Hosni Mohamed Nasr, 10 2015)

### **3.6. Social Existence Approach:**

It is considered one of the approaches adopted by some researchers in order to know the various characteristics of different media according to the social features inherited in each technological medium.

- *Marginal Crowd Approach:*

This concept seeks to know the size of the required audience for this new technology in order to measure its success and effectiveness, as well as to know the nature of the absolute collective action towards the user of the modern medium or technology, and this approach also looks at the Internet as a media in itself and the websites of individuals and services as components of this medium. (Hala Bin Ali Barnat, 2018, p. 54)

### **3.7. Media Richness Theory:**

This theory is used to study the criteria by which media and technological means are selected, represented by the degree of information richness, and the theory believes that the effectiveness of

communication depends on the extent to which the medium is used, and on the interactive forms of two-way communication between the communicator and the audience receiving the message. (Mohamed Ali Al-Qaari, December 2020, 22-23)

### **3.8. Butler and Grusin's vision:**

This vision of the new media is crystallised through the approach of complete renewal 'processing or reform, which is considered to be the basic logic through which the new technology and previous media are renewed, and their theory is based on the framework of the new features it enjoys such as the degree of immediacy, popularity and that each medium benefits from the applications of the other medium, as computer animation has benefited from cinema and vice versa.

### **3.9. Gordon and James Bennett's approach:**

James Gordon believes that we can understand what new media is by first understanding what traditional media is, we must first understand the term media, which is the plural of medium, which in turn refers to a material or technique used in communication, and one of the oldest examples of a medium in communication is cave paintings, and this method of communication remained for thousands of years, then artistic methods evolved by painting on objects other than cave walls..

Gordon suggests that the barrier of the single medium was finally broken with the beginning of moving images, as these early films were accompanied by live music, and in this way several mediums were used at the same time and simultaneously and the medium became a means, and the great integration of moving images and sound was with the invention of television, and the great impact that followed that corresponded to the new media was the appearance of the computer as a production tool for other media such as film production, and the use of the computer also as a presentation tool, and the new technology provided a characteristic for the viewer who became able to interact with media instead of a passive role, and this was the beginning of the media's ability to interact with the media. (Ben Abbou Walid, p.3)



## Conclusion

Through this presentation of the most important approaches to new media, it can be said that the view of the Internet has been characterised as an extension of traditional means and not a substitute for them, only the method of reception by users and the different practices that may result from this, which leads us to say that it is an extension of traditional theories and not a substitute for them. On the other hand, these approaches have received the attention of Arab researchers in many studies and have been based on some traditional theories such as the theories of uses and gratifications, the theory of the spread of innovations, and new theories such as the theory of the richness of the medium.

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