

A Review of Journalism, broadcast, film and trans-media in the digital era

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ABSTRACT

This Review Journal tackles about the new image of Journalism, broadcast, film and trans-media in the digital era. This will help the Academe and Researchers to fully understand how digital era affects Journalism and Media Industry. I will provide the definitions of Journalism and other Media fields in an online reference. I will research the culture in the Digital Communication which may broaden the traditional media. Trans-media may interfere the traditional media such as Journalism and Broadcasting. I will discuss that digital media is the same as trans-media and trans-media is the same as blogging or social media. On the other hand, I will review how film evolves from cinema to online platform. Film that has been published in the virtual world is trending instantly. People are more interested in an online film nowadays rather than in cinemas for online films are more affordable than in movie house. Film is the same as movie and it is a motion picture which has a series of still photos and continuous movements. In addition, I want to know why digital communication is more diverse than traditional media. All of us could create their own contents and shall be posted online however, we might distinguish whether he is a media professional who earned a degree in communication or a person is posting it for sharing purposes only to their family and friends. Lastly, Traditional Media are TV, radio and print while Digital media also known as Social media or Trans-media are Online Sources.

INTRODUCTION

Here are the definitions of Journalism, Broadcast, Film and trans-media in an online reference.

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities. It can be distinguished from other activities and products by certain identifiable characteristics and practices. These elements not only separate journalism from other forms of communication, they are what make it indispensable to democratic societies. History reveals that the more democratic a society, the more news and information it tends to have.

Broadcasting is an electronic transmission of radio and television signals that are intended for general public reception, as distinguished from private signals that are directed to specific receivers. In its most common form, broadcasting may be described as the systematic dissemination of entertainment, information, educational programming, and other features for simultaneous reception by a scattered audience with appropriate receiving apparatus.

Motion picture, also called film or movie, series of still photographs on film, projected in rapid succession onto a screen by means of light. Because of the optical phenomenon known as persistence of vision, this gives the illusion of actual, smooth, and continuous movement.

Transmedia is commonly defined as a narrative or project that combines multiple media forms. A transmedia project may combine many different types of prints or prose text, graphics and animation, or work across multiple platforms, such as different types of social media platforms, interactive websites or advertising outlets.

Therefore, Journalism, Broadcast, and Film are Traditional media while trans-

Media is Digital or Virtual World. These Media Platforms are innovating through generations.

Trans-media is also called blogging. Moreover, A blog might contain informational, lifestyle, entertainment, travel, food contents and many more. You just need to persuade audiences so they could attract to your works. It is the matter of interest of your readers or viewers by searching their needs on the internet. (Mendoza, 2020)

Mass communication refers to information transmitted to large segments of the population. The transmission of mass communication may happen using one or many different kinds of **media** (singular medium), which is the means of transmission, whether print, digital, or electronic. **Mass media** specifically refers to a means of communication that is designed to reach a wide audience. Mass media platforms are commonly considered to include radio, newspapers, magazines, books, video games, and Internet media such as blogs, podcasts, and video sharing. Another way to consider the distinction is that a mass media message may be disseminated through several forms of mass media, such as an ad campaign with television, radio, and Internet components. **Culture** generally refers to the shared values, attitudes, beliefs, and practices that characterize a social group, organization, or institution. Just as it is difficult to pin down an exact definition of culture, cultures themselves can be hard to draw boundaries around, as they are fluid, diverse, and often overlapping. Media can also provide information and education. Information can come in many forms, and it may sometimes be difficult to separate from entertainment. Today, newspapers and news-oriented television and radio programs make available stories from across the globe, allowing readers or viewers in London to access voices and videos from Baghdad, Tokyo, or Buenos Aires. Books and magazines provide a more in-depth look

at a wide range of subjects. The free online encyclopedia *Wikipedia* has articles on topics from presidential nicknames to child prodigies to tongue twisters in various languages. (*E-book: Understanding Media and Culture*)

BRIEF HISTORY OF MASS MEDIA

The media world faced drastic changes once again in the 1980s and 1990s with the spread of cable television. During the early decades of television, viewers had a limited number of channels to choose from—one reason for the charges of homogeneity. In 1975, the three major networks accounted for 93 percent of all television viewing. By 2004, however, this share had dropped to 28.4 percent of total viewing, thanks to the spread of cable television. Cable providers allowed viewers a wide menu of choices, including channels specifically tailored to people who wanted to watch only golf, classic films, sermons, or videos of sharks. Still, until the mid-1990s, television was dominated by the three large networks. Technological innovations such as the steam engine, electricity, wireless communication, and the Internet have all had lasting and significant effects on American culture. Wireless communication collapsed distance and the Internet revolutionized the way we store and retrieve information. The contemporary media age can trace its origins back to the electrical telegraph, patented in the United States by Samuel Morse in 1837. Wireless communication (which eventually led to the development of radio, television, and other broadcast media) emerged as an extension of telegraph technology. Many people were fascinated by this new invention. Early radio was used for military communication, but soon the technology entered the home.

The 19th-century development of photographic technologies would lead to the later innovations of cinema and television. As with wireless technology, several

inventors independently created a form of photography at the same time, among them the French inventors Joseph Niépce and Louis Daguerre and the British scientist William Henry Fox Talbot. In the United States, George Eastman developed the Kodak camera in 1888, anticipating that Americans would welcome an inexpensive, easy-to-use camera into their homes as they had with the radio and telephone. Moving pictures were first seen around the turn of the century, with the first U.S. projection-hall opening in Pittsburgh in 1905. By the 1920s, Hollywood had already created its first stars, most notably Charlie Chaplin; by the end of the 1930s, Americans were watching color films with full sound, including *Gone With the Wind* and *The Wizard of Oz*.

Television consists of an image being converted to electrical impulses, transmitted through wires or radio waves, and then reconverted into images. Before World War II, but gained mainstream popularity in the 1950s. In 1947, there were 178,000 television sets made in the United States; 5 years later, 15 million were made. Radio, cinema, and live theater declined because the new medium allowed viewers to be entertained with sound and moving pictures in their homes. In the United States, competing commercial stations (including the radio powerhouses of CBS and NBC) meant that commercial-driven programming dominated. In Great Britain, the government managed broadcasting through the British Broadcasting Corporation (BBC). Funding was driven by licensing fees instead of advertisements. In contrast to the U.S. system, the BBC strictly regulated the length and character of commercials that could be aired. However, U.S. television (and its increasingly powerful networks) still dominated. By the beginning of 1955, there were around 36 million television sets in the United States, but only 4.8 million in all of Europe. Important national events, broadcast live for the first time, were an impetus for consumers to buy sets so they could witness the spectacle; both England and Japan saw a boom in sales before important royal

weddings in the 1950s.

In the 20th century, radio allowed advertisers to reach a mass audience and helped spur the consumerism of the 1920s and the Great Depression of the 1930s. After World War II, television boomed in the United States and abroad, though its concentration in the hands of three major networks led to accusations of homogenization. The spread of cable and subsequent deregulation in the 1980s and 1990s led to more channels, but not necessarily to more diverse ownership.

With the theme, Digital Communication Culture that reflects and likewise thrusts developments in the areas of internet platforms, social media, mobile media, online governance, trans-media, digital literacy, e-research with its e-methodologies and e-modalities, as it interacts, integrates and adopts and tackles rejection and resistance. But there are those who recognize and embrace digitization as it merges with traditional media and communication. In an environment with overwhelming accelerated changes in technological disruptions in communities, going through digital transformation touching the everyday day lives of individuals moves their information, ideas and narratives in attempting to attain connectivity, interactivity and ubiquity. The production and circulation of knowledge in this digital times critically transforms the digital communication culture as it changes the ways we think and do things in areas of politics, economics, education, governance in communities, nations and societies.

RELATED STUDIES AND LITERATURE

TV, Radio and Print media are still the mainstream and traditional media since it is invented. They are the most credible and have accurate information you can get although Bloggers could be credible too because traditional media are accepting the virtual world as well. They have bloggers too to disseminate information. We have to innovate always in the media industry since the world is changing annually. (Mendoza, 2020) In addition, Blogging is a personal documentary of a person in the digital world. A person is telling his own experiences through written or visual content to be published on the internet which is called a blogger. This is the new form of media in the 21st century. All of us could create their own contents and shall be posted online however, we might distinguish whether he is a media professional who earned a degree in communication or a person is posting it for sharing purposes only to their family and friends. Media Profession is a public service job whether you are paid with an advertisement or you do it voluntarily.

Traditional Media are TV, radio and print while Digital media also known as Social media or Trans-media are Online Sources. Digital Media has its advantages and disadvantages although Journalists should come up with the future Media like smartphones because nowadays, we can use all Platforms to disseminate news and entertainment. Nevertheless, we still must be a responsible journalist. It is hard to distinguish a truth and fake news.

“Traditional media encompasses all the means of communication that existed before the Internet and new media technology, including printed materials (books, magazines, and newspapers), broadcast communications (TV and radio), film, and music. New media, on the other hand, includes electronic video games and

entertainment, and the Internet and social media.” (E-book: <https://open.lib.umn.edu/mediaandculture/chapter/16-1-changes-in-media-over-the-last-century/>)

The two primary characteristics of the original Internet were decentralization and free, open protocols that anyone could use. As a result of its decentralized “web” model of organization, the Internet can store data in many different places at once. This makes it very useful for backing up data and very difficult to destroy data that might be unwanted. Protocols play an important role in this, because they allow some degree of control to exist without a central command structure. Two of the most important technological developments were the personal computer and the dial-up modem, which allowed anyone with a phone line to access the developing Internet. America Online also played an important role, making it very easy for practically anyone with a computer to use the Internet. Another development, the web browser, allowed for access to and creation of web pages all over the Internet.

The advantage of Digital Media is the information spreads faster than on TV and Radio while the disadvantage is that we are not able to finalize the news article, the standards in newswriting should be compromised. Therefore, Traditional media is still the most credible source of news information. Furthermore, Mobile Journalism is also the digital media or communication which uses Smartphones to disseminate current events or information. Many reporters are doing Mobile Journalism to cope up with the digital communication and the new culture of Media Practitioners in the world wide web.

Broadcast technology, including radio and television, had such a hold on the American imagination that newspapers and other print media found themselves having to adapt to the new media landscape. Print media was more durable and easily archived, and it allowed users more flexibility in terms of time—once a person had

purchased a magazine, he or she could read it whenever and wherever. Broadcast media, in contrast, usually aired programs on a fixed schedule, which allowed it to both provide a sense of immediacy and fleetingness. Until the advent of digital video recorders in the late 1990s, it was impossible to pause and rewind a live television broadcast.

The proliferation of online communication has had a profound effect on the newspaper industry. As individuals turn to the Internet to receive news for free, traditional newspapers struggle to remain competitive and hold onto their traditional readers. However, the Internet's appeal goes beyond free content. This section delves further into the Internet and its influence on the print industry.

Public forum is another aspect of media. In newspapers or other periodicals, letters to the editor allow readers to respond to journalists or to voice their opinions on the issues of the day. These letters were an important part of U.S. newspapers even when the nation was a British colony, and they have served as a means of public discourse ever since. The Internet is a fundamentally democratic medium that allows everyone who can get online the ability to express their opinions through, for example, blogging or podcasting.

Blogs feature news and commentary entries from one or more authors. However, journalists differ on whether the act of writing a blog, commonly known as blogging, is, in fact, a form of journalism.

Newspapers both in print and online continue to seek new ways to provide the public with accurate, timely information. Newspapers have long been adapting to cultural paradigm shifts, and in the face of losing print newspapers altogether, the newspaper industry continues to reinvent itself to keep up with the digital world. Online writing also provides a forum for amateurs to enter the professional realm of writing. (E-

book: Understanding Media and Culture)

The implementation of new technologies doesn't mean that the old ones simply vanish into dusty museums. Today's media consumers still watch television, listen to radio, read newspapers, and become immersed in movies. The difference is that it's now possible to do all those things through one device and be it a personal computer or a smartphone and through the Internet. Such actions are enabled by **media convergence** which is the process by which previously distinct technologies come to share tasks and resources. A cell phone that also takes pictures and video is an example of the convergence of digital photography, digital video, and cellular telephone technologies. An extreme, and currently nonexistent, example of technological convergence would be the so-called black box, which would combine all the functions of previously distinct technology and would be the device through which we had receive all our news, information, entertainment, and social interaction.

Cultural convergence has several aspects. Stories flowing across several kinds of media platforms are one component. For example, novels that becomes television series, radio dramas that become comic strips even amusement park rides that become film franchises. The character Harry Potter exists in books, films, toys, and amusement park rides. Another aspect of cultural convergence is **participatory culture** and that is the way media consumers are able to annotate, comment on, remix, and otherwise influence culture in unprecedented ways. The video-sharing website YouTube is a prime example of participatory culture. YouTube gives anyone with a video camera and an Internet connection the opportunity to communicate with people around the world and create and shape cultural trends.

Global convergence is the process of geographically distant cultures influencing

one another despite the distance that physically separates them. Nigeria's cinema industry, nicknamed Nollywood, takes its cues from India's Bollywood, which is in turn inspired by Hollywood in the United States. *Tom and Jerry* cartoons are popular on Arab satellite television channels. Successful American horror movies *The Ring* and *The Grudge* are remakes of Japanese hits. The advantage of global convergence is access to a wealth of cultural influence; its downside, some critics posit, is the threat of **cultural imperialism**, defined by Herbert Schiller as the way developing countries are "attracted, pressured, forced, and sometimes bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating centre of the system (White, 2001)." Cultural imperialism can be a formal policy or can happen more subtly, as with the spread of outside influence through television, movies, and other cultural projects. Meanwhile, Technological convergence is the merging of technologies such as the ability to watch TV shows online on sites like Hulu or to play video games on mobile phones like the Apple iPhone. When more and more different kinds of media are transformed into digital content, as Jenkins notes, "we expand the potential relationships between them and enable them to flow across platforms (Jenkins, 2001)."

A cultural period is a time marked by a particular way of understanding the world through culture and technology. Changes in cultural periods are marked by fundamental changes in the way we perceive and understand the world. The Modern Age began after the Middle Ages and lasted through the early decades of the 20th century, when the Postmodern Age began. The Modern Age, or modernity, is the postmedieval era, a wide span of time marked in part by technological innovations, urbanization, scientific discoveries, and globalization. The Modern Age is generally split into two parts: the early and the late modern periods. Postmodernity differed from modernity in its

questioning of reason, rejection of grand narratives, and emphasis on subcultures. Rather than searching for one ultimate truth that could explain all of history, the postmodernists focused on contingency, context, and diversity. The Postmodern Age specifically embraced popular culture, mass media and pop culture have been entwined from their very beginnings. In fact, mass media often determines what does and does not make up the pop culture scene.

Traditionally, pop culture hits were initiated or driven by the active support of media tastemakers. When mass media is concentrated, people with access to platforms for mass communication wield quite a bit of power in what becomes well known, popular, or even infamous. Ed Sullivan's wildly popular variety TV show in the 1950s and 1960s served as a star-making vehicle and a tastemaker of that period. The digital age, with its proliferation of accessible media, has undermined the traditional role of the tastemaker. In contrast to the traditional media, Internet-based mass media are not limited by time or space, and they allow bloggers, critics, or aspiring stars to potentially reach millions without the backing of the traditional media industry. However, this democratization has its downsides. An abundance of mass communication without some form of filtration can lead to information overload. Additionally, online reviews can be altered or biased.

Crowdsourcing is the tool used by Journalists to gather information from the people who have experience about a case study in which the journalists have conducted. This is another term for survey.

Media literacy, or the ability to decode and process media messages, is especially important in today's media-saturated society. Media surrounds contemporary Americans to an unprecedented degree and from an early age. Because media

messages are constructed with particular aims in mind, a media-literate individual will interpret them with a critical eye. Advertisements, bias, spin, and misinformation are all things to look for. Individual responsibility is crucial for media literacy because, while media messages may be produced by individuals, companies, governments, or organizations, they are always received and decoded by individuals. When analyzing media message, consider the message's author, format, audience, content, and purpose.

MEDIA THEORY and EFFECTS

Uses and gratifications theory study the ways the public consumes media.

This theory states that consumers use the media to satisfy specific needs or desires.

The **agenda-setting theory** of media stated that mass media determine the issues that concern the public rather than the public's views. Widespread fear that mass-media messages could outweigh other stabilizing cultural influences, such as family and community, led to what is known as the **direct effects model** of media studies.

Symbolic interactionism, states that the self is derived from and develops through human interaction. This means the way you act toward someone or something is based on the meaning you have for a person or thing. The **spiral of silence** theory, which states that those who hold a minority opinion silence themselves to prevent social isolation, explains the role of mass media in the formation and maintenance of dominant opinions. **The media logic** theory states that common media formats and styles serve as a means of perceiving the world. The **cultivation analysis** theory states that heavy exposure to media causes individuals to develop an illusory perception of reality based on the most repetitive and consistent messages of a particular medium. This theory most commonly applies to analyses of television because of that medium's uniquely pervasive, repetitive nature. There are two kinds of viewers; heavy viewer and light

viewer. Heavy viewers are watching for more than 4 hours while light viewers are watching for less than 4 hours.

FILM

The experience of watching movies on smartphones may seem like a drastic departure from the communal nature of film viewing as we think of it today, in some ways the small-format, single-viewer display is a return to film's early roots. In 1891, the inventor Thomas Edison, together with William Dickson, a young laboratory assistant, came out with what they called the kinetoscope, a device that would become the predecessor to the motion picture projector. The kinetoscope was a cabinet with a window through which individual viewers could experience the illusion of a moving image (British Movie Classics). A perforated celluloid film strip with a sequence of images on it was rapidly spooled between a light bulb and a lens, creating the illusion of motion (Britannica). The images viewers could see in the kinetoscope captured events and performances that had been staged at Edison's film studio in East Orange, New Jersey, especially for the Edison kinetograph (the camera that produced kinetoscope film sequences): circus performances, dancing women, cockfights, boxing matches, and even a tooth extraction by a dentist (Robinson, 1994).

The motion picture of the silent era was generally simplistic in nature, acted in overly animated movements to engage the eye; and accompanied by live music, played by musicians in the theater and written titles to create a mood and to narrate a story. One filmmaker in particular emerged to transform the silent film into an art and to unlock its potential as a medium of serious expression and persuasion.

Digital cinematography has become an increasingly attractive, and increasingly popular, option for a number of reasons. For one thing, during production, it eliminates

the need to reload film. A scene filmed in the traditional method, requiring multiple takes, can now be filmed in one continuous take because no raw material is being used in the process (Kirsner, 2006). The digital format streamlines the editing process as well. Rather than scanning the images into a computer before adding digital special effects and color adjustments, companies with digitally filmed material can send it electronically to the editing suite. Additionally, digital film files aren't susceptible to scratching or wear over time, and they are capable of producing crystal-clear, high-resolution images (Taub, 2009)

Before going into the digital movies, we have home entertainment system such as VHS, VCD, DVD, CD and the like since the middle of 20th century. People are likely to love watching at home since it is affordable. Movie rentals became a trend as Netflix has adapted it.

Today the 3-D headache is a thing of the past, as computerized calibration makes perfect camera alignment a reality and as the digital recording format eliminates the celluloid-produced distortion. Finally, a single digital projector equipped with a photo-optical device can now perform the work of the two synchronized projectors of the past. For the theater chains, 3-D provides the first real incentive to make the conversion to digital. Not only do audiences turn out in greater numbers for an experience they can't reproduce at home, even on their HD television sets, but theaters are also able to charge more for tickets to see 3-D films. In 2008, for example, *Journey to the Center of the Earth*, which grossed \$102 million, earned 60 percent of that money through 3-D ticket sales, even though it played in 3-D on only 30 percent of its screens (McCarthy). Two of the top-grossing movies of all time, *Avatar* (2009) and *Alice in Wonderland* (2010), were both released in 3-D.

CONCLUSION

I conclude that living in the Digital Communication culture in the digital era is inevitable for the innovation takes place to improve the traditional media in the new century. Whether it is Traditional or Digital, Media become memories which shall be Cherish by every generations.

Media fulfills several roles in society including the following: entertaining and providing an outlet for the imagination, educating and informing, serving as a public forum for the discussion of important issues, and acting as a watchdog for government, business, and other institutions.

Transitions from one technology to another have greatly affected the media industry, although it is difficult to say whether technology caused a cultural shift or resulted from it. The ability to make technology small and affordable enough to fit into the home is an important aspect of the popularization of new technologies.

Twenty-first century media culture is increasingly marked by convergence, or the coming together of previously distinct technologies, as in a cell phone that also allows users to take video and check e-mail. The jury is still out on how these different types of convergence will affect people on an individual and societal level. Some theorists believe that convergence and new-media technologies make people smarter by requiring them to make decisions and interact with the media they're consuming, others fear the digital age is giving us access to more information but leaving us shallower.

Journalism starts on Newspaper for Newswriting while broadcasting starts from Television for News reporting. Film starts from the cinema before going into the digital platform as it widens the reach of the audience. Trans-media is a social media platforms that people to communicate and spreading information whether it is accurate or just a hearsay. Trans-media has been used for Journalism, Broadcasting and Film in the

digital era.

Blogging is just writing contents of your experiences through different platforms which is called website domain. You are paying a website name to a platform. As the time goes by, most audiences are getting into watching audio-visual contents henceforth, written contents of the creators are decreasing their limelight although there are still many readers who prefer to read than to watch contents. Publishing Visual contents is called Vlogging or Video Blogging, they are called Vloggers. When you are independent, you do all editing, shooting yourself and thinking your ideas alone unlike if you have atleast a few production team, it shall be easy to publish. Therefore, Vlogging is a reality show online.

Film or Movie has been innovative through Netflix, a movie sharing platform. Many Netizens, people who use the internet, are attractive to online movies on the 21st century especially the millennials. We can watch anytime and anywhere with our free time and we can enjoy it at home.

These are the new form of media in the 21st century. All of us could create their own contents and shall be posted online.

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