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# New Media And Traditional News Media In Asia

## Introduction

The rapid growth of new media in this era has altered the way news has been produced and consumed. The frequent usage of mobile phones, the Internet and social networking media has played a crucial role for these means to be used as a default news channel to many Asians in Asia.

The focal point of this researched essay would be on social networking media. Japan would also be used as an illustration of an Asian country to further aid in the understanding of the growth of new media.

New media's advantages and disadvantages would be dis

Furthermore, the implications of the growth of new media would be discussed regarding the developments for traditional media and also in relation to the future of journalism in Asia.

## New Media

According to Robert Logan who wrote Understanding New Media, new media is referred to the diverse range of interactive, incorporate two-way communication that involves some form of computing. New media has known to have various functions, such as be able to reclaim, store and revamp and many more.

## New Media VS Traditional News Media

Traditional news media has been known as television, radio, magazines advertisements and newspapers. Traditional news media was also used largely in the past before new media came around. It was the only course of action for spreading news worldwide.

Throughout the years, new media has affected traditional news media drastically. Nonetheless, when new media arose there was a decline in the number of people that utilized traditional media. This was due to the fact that many found traditional media too expensive, taking a long period of time to be printed and was not readily made available for convenience sake.

For instance, every individual is the given the right to skip a commercial advertisement on

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YouTube, if the song played on the radio is not their choice they can always switch channels or use Spotify or any other music platforms of their choice. These are some of the reasons why traditional news media is often being sought out lesser compared to new media.

## **Advantages and Disadvantages of New Media**

New media has been made constantly and readily made available for any individual anywhere. It has a diverse range of purposes. To name a few would be for educational, communication, entertainment purposes and many more. To add on, new media has been acknowledged and proven to be a much more useful and an effective method. It has also aided in the working world where it is commonly used as a flexible work privilege tool. For instance, office conferences can be held despite the difference in time zones via Skype.

Furthermore, news from one part of the world to another could be able to be circulated through the help of new media and the advancement of technology has made this possible in this era.

Despite the new media having its advantages, it also has its disadvantages. The new media is a form of challenge to the traditional media's version way of producing and consuming news. Moreover, if new media gets into misguided hands, it could be used for all the wrong reasons. Such as creating and producing false information about certain brands or products that could in turn lead to uninvited attention and chaos. Even though new media, can be easily accessed through various platforms, over the years it has known to be a lesser reliable source due to unreliable news being released.

## **Social Networking Media**

Social networking media is one of the commonly used platform. It is usually used for communication. The most popular few social networking media platforms amongst Asians would be Facebook, Instagram, Whatsapp and Line. However in the recent years, there has been a spike in the usage of this mean for individuals to turn to for retrieving news updates.

According to the social network penetration in Asia Pacific from 2012 to 2018 provided by Statista, it can be observed that the internet users have increased by 13% from 2012 to this current date. Even though, it could be argued that the reason for the spike could be due to the population increase over the years, it could also be implied that the upcoming generations have changed their mindset. They have learnt the use of advanced technology comparing to the past thus, leading to the increase in the numbers.

## **Future of Journalism in Asia**

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The constant growth of new media the future of journalism in Asia is being altered. With everyone turning to new media due to convenience, traditional media is being used lesser. As new media permits any intended messages to be manifested it tends to be a more popular option to any individual.

As mentioned above, the implications of new media has affected journalism. An aspect of journalism that could be possibly affected is Investigative Journalism. Investigative journalism is to bring to light information does not want to be brought to light. However, with everyone whipping out their technologies to circulate information, journalism is made possible for anyone in this era thus, affecting the credibility of established journalist's articles and posts in the long run.

In reference to the research paper in August 2015, it states that newspaper and television would most probably drop due to the fact that their consumers rather access the various programs peculiarly.

Moreover with content readily accessible via new media the possibilities of copyright could be a challenge. An example would be using information available on other sites which could be extracted and poured out into a brand new article or post. However to cope with challenges like such, sites with plagiarism percentage counts exists to eradicate such problems. Comparatively, many of the false information against North Korea are attained from South Korea sources which are, up to this date, tough to authenticate.

On the other hand newspaper companies have created online platforms to publish their posts. For instance, Singapore's Straits Times. They publish they updates news on various social media platforms such as Facebook, Twitter and many more. To add on, they also have an app, available on various apple and android stores, for their customers to purchase it to constantly stay updated.

In order to be self-sustainable, journalists have to take a new approach to assert their credibility once again. Journalists' skilled methods require a fresh set of tools to aid their important ways of collating data evidence for their researches.

## Japan

In Japan, there are 118.6 million internet users as of December 2017 last updated on 2nd June 2018. The penetration is 93.3%. Comparing this with the statistics given during lecture 7's notes on Liberal Media in Asia (Japan), there has been an increase by 7.1% in the penetration percentage. It has the second highest penetration percentage in Asia with first being South Korea in 2014. On the other hand, in 2017 Japan still has the second highest penetration

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percentage in Asia with Brunei Darussalam being first.

To add on, according to the Economist published on 27th March 2013, Japan together with South Korea have been regarded 2 of the Asian economies that pay their people with the highest income levels. It has also been said that these two countries use the most refined technologies.

By using the Fukushima Disaster, it would be a perfect example that illustrates Japan's government's reaction and the consequences that followed, towards new media's help in circulating information.

The Fukushima Nuclear Disaster took place in 2011 whereby 3 explosions had taken place. Thereafter, a journalist, Mari Takenouchi, had allegedly made comments against the Japanese Non-Profit Organisation (NGO) when they had instructed the residents to stay in the irradiated zone. Trying to tarnish her name the NGO had proceeded to file a criminal contempt against her. The NGO's intention was to frighten off others who were willing to step forward to raise their opinions just like Mari Takenouchi.

In 2013, another journalist, Minoru Tanaka had to bear the charges of a libel suit issued by the nuclear security system due to his scope on the events. Despite the suit being dropped later that year, it could still be demonstrated that the Government would go to any extent to silence those opposing them through various means. This made the citizens of Japan question the news being released on any platform thereafter due to the actions that had been shown. Many had become more wary of what they started posting on various social media sites as they were afraid of the repercussions that followed.

Even though New Media may be vastly used in Japan it does not necessarily mean that it would always be reliable source to turn to. As observed from the examples stated above, it can be inferred that the government censorship in Japan exists. It would mean that the government would be willing to go to any extent to not tarnish their own status and reputation. Thus, it can be implied that Japan lacks vibrant critical journalism.

## Conclusion

In a nutshell, new media has taken over the way of almost every individual's existence through various forms but mainly through social networking media.

Even though new media could be treated as an unreliable and unconvincing source at times from the examples as mentioned above, it has shown to be widely used by many across the globe. Moreover, despite traditional news media declining on its reader's rates, individuals still

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curve in this direction towards traditional new media at times when in doubt to reaffirm themselves.

Be that as it may, with time there would be coaction among traditional and new media. With new bonds to form across the various platforms and a widespread amount of content available for sharing, new media and traditional media may be on par in the future.

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