

Introduction to Digital Media

Media and Digital Technologies

DGM 711

Lecture 1

Prepared by

Dr. Shereen Kedwany

VIII. Conclusion



- **Digital media** have become part of everyday life.
- We have witnessed the birth of a new **digital environment**.
- **Digital media Studies** is considered **interdisciplinary**.
- There are now **more than 6 billion internet users** around the globe.
- **Artificial Intelligence (AI)** is used in media to **content creation, data analysis, news editing, audience targeting**, and improving the **speed and accuracy** of media work.



- I. The Digital Environment Characteristics.
- II. The Digital Media Definition.
- III. The Digital Media Types .
- IV. The evolution of the Digital Media.
- V. New and Old Media.
- VI. Conclusion.

I. The Digital Environment Characteristics

- Media studies scholars **Nick Couldry** and **Andreas Hepp** put the term of “**Mediatization**”, to refer to “**the increasing temporal, spatial and social spread of mediated communication**”:
- They believe that we are surrounded by more and more media technologies in all aspects of our lives, in many different contexts, and across time and space.



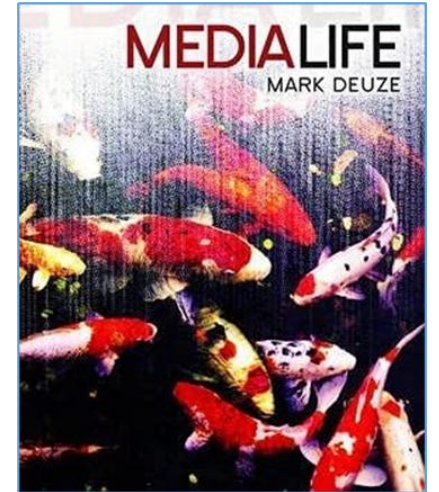
Mediatization

- Nick Couldry and Andreas Hepp said that “**Mediatization** is indeed a process with far-reaching consequences”.
- The **transformations** introduced by digital technologies are changing the ways in which we **produce** and **distribute** information and knowledge, as well as the ways in which we **work** and **socialize**.



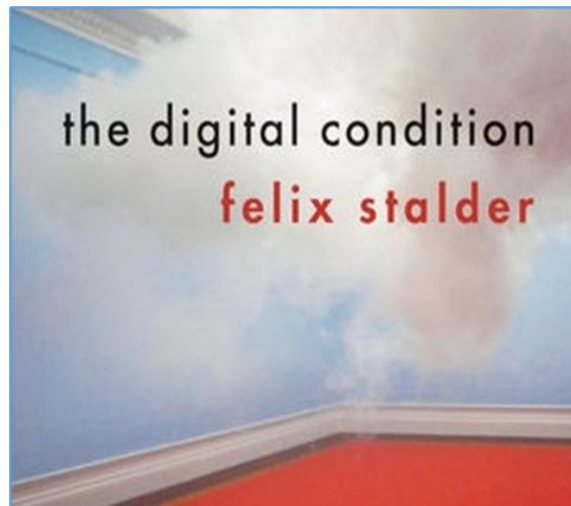
Mediatization

- Processes of **Mediatization**, that is the increasing presence of media in all aspects of life, have pushed social theorists to propose that we live what **Mark Deuze** calls **Media lives** .
- "**Media are to us as water is to fish.**", he said.
- The digital media environment that we live in is **widespread, fluid, and highly efficient**.
- Indeed, We only note its absence: when we are **disconnected**, it is **stressful and problematic**.
- Think of when your phone stops working as the train you are riding goes into a tunnel.



Mediatization

- Media theorist **Felix Stalder** describes this as the “**Digital Condition**,” a state in which **computer networks** have become “the key **infrastructure** for all aspects of life” .



Video

Digital Environment infrastructure

<https://www.youtube.com/watch?v=91pTxcL9Eno>

II. The Digital Media Definition :

- “**Digital**” refers to “recording or storing information as a series of the numbers 1 and 0”.
- We get the adjective **digital**, of the Latin word “**digitus**”, that means “finger or toe,” as fingers are often used for **counting**.



The word *digital* comes from a Latin word meaning “finger.”

- Media is used as a plural of **medium**.
- **Media** refers to the medium through which information is transmitted.
- There are many **ways** to transmit information, but no matter what way.
- **Media** refers to any mass communication **vehicle** such as newspapers, magazines, radio, television and internet that produce information, news, entertainment, and advertising messages to an audience.



- What is **Media** ?!

Video

https://www.youtube.com/watch?v=M89_wjcwzfY

Question (1) ?!

What is “**Digital Media**” ?!



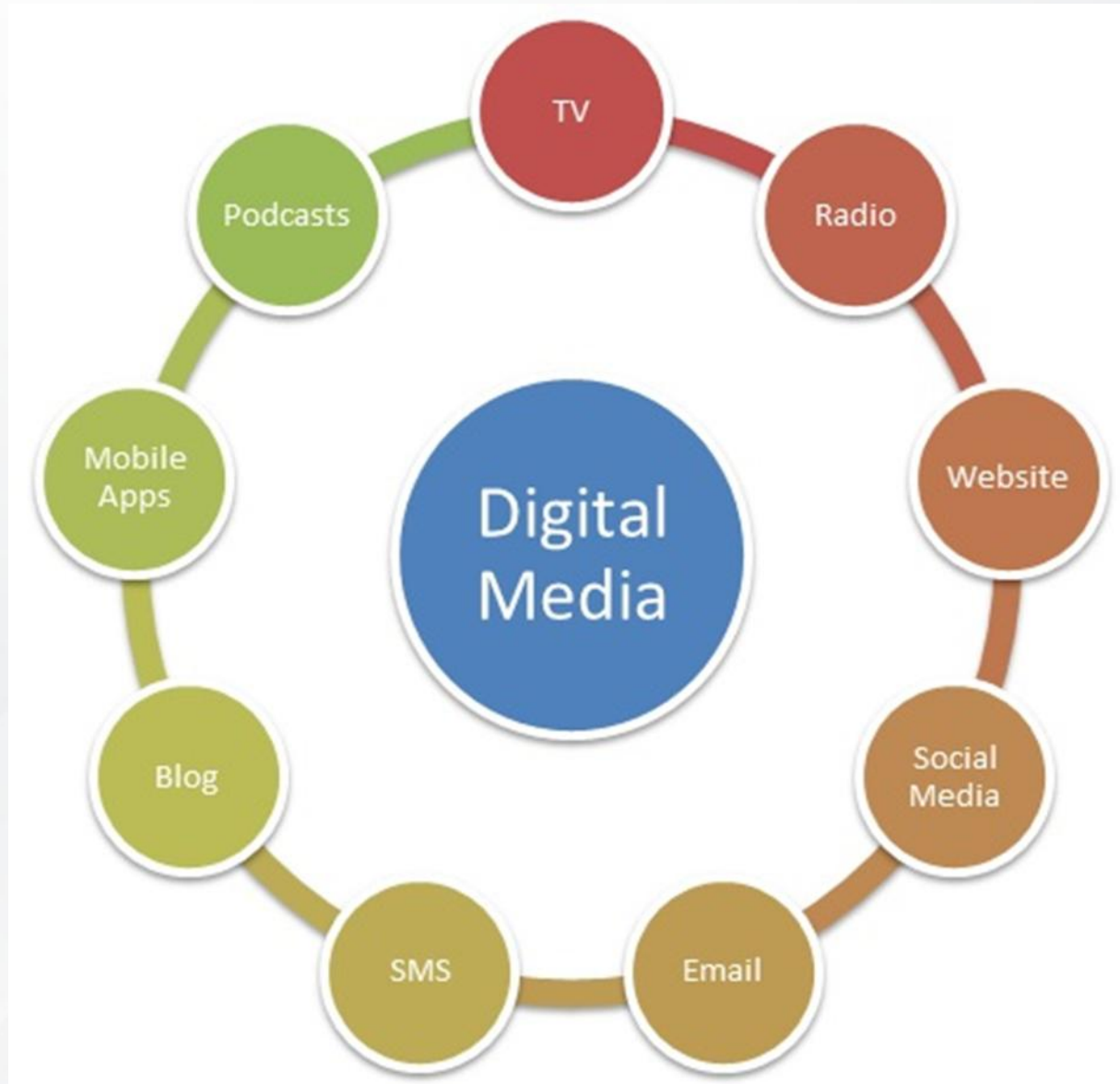
- “**Digital Media**” refers to “the means that they carry information represented by a **numeric code** and then transform it into **human language**”.
- This code is “**digital**” in the sense that it is based on the binary distinction between two symbols, **1 and 0**.



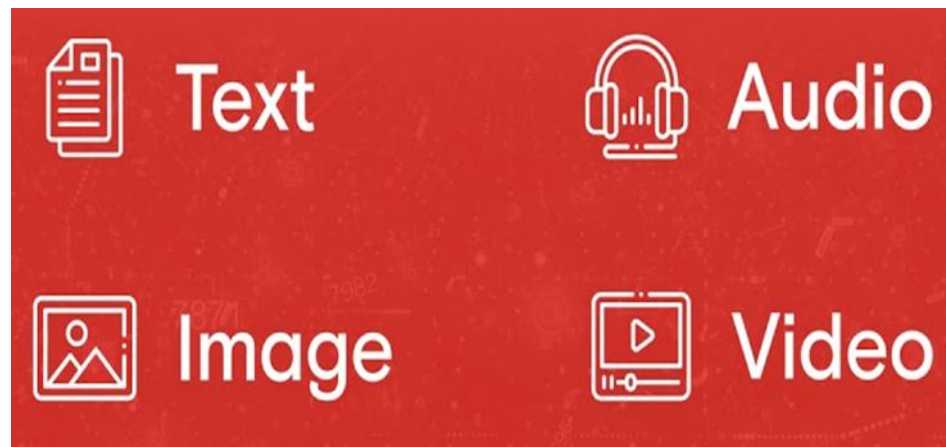
- Personal computers, mobile phones and smartphones, tablets, digital cameras, video game consoles, telecommunications satellites, credit cards, MP3 players, televisions, servers, browsers, social media services, or self-tracking gadgets are all based on the processing of information in **digital formats**.



II. The Digital Media Definition :



- At present, the main types of digital media are **text**, **image**, **video** and **audio**.
- **Digital media** is sometimes called **multimedia**.



- **Texts** :
- Traditionally, people consumed **text** via books, print newspapers, magazines, and the like.
- Even though digital media has proliferated, the desire for those kinds of reading experiences has increased.
- The proliferation of **news websites**, the popularity of resources like **Wikipedia**, and the rise of **e-readers** underline the continued importance of **written work** in digital media.



تبرع إنشاء حساب دخول

بحث

ابحث في ويكيبيديا 🔍

ويكيبيديا
الموسوعة الحرة



وسائط رقمية

مقالة نقاش

المحتويات اخف

(بالتحويل من الإعلام الرقمي)

المقدمة

تحويل البيانات

انظر أيضاً

مراجع

38 لغة ▼

اقرأ عدل تاريخ أدوات ▼

المظهر اخف

النص

☐ صغير

☒ قياسي

☐ كبير

العرض

☒ قياسي

☐ عريض

اللون (تجريبية)

☐ تلقائي

☒ غامق



قرص صلب.

الوسائط الرقمية (بالإنجليزية: Digital media) شكل من **الوسائط الإلكترونية** التي يتم تخزينها رقمياً (على خلاف تماثلي) ويمكن قراءتها بواسطة الآلة.^[1] يمكن أن تشير إلى الجوانب التقنية في التخزين أو الإرسال (ك الأقراص الصلبة وشبكة الحاسوب) للمعلومات أو «المنتج النهائي»، مثل **الفيديو الرقمي**، الواقع المعزز، اللوحات الرقمية، والصوت الرقمي أو الفن الرقمي.

الإعلام الرقمي هو الإعلام الأكثر تعبيراً عن الإنسان لأنه ينقل أدق تفاصيل حياته وذلك بسبب استخدامه أحدث المعدات مثل **للحاسوب** **والانترنت**

تحويل البيانات [عدل]



خبرة تمتد لأكثر من
٣٠ عاماً



البحث

تصفح النسخة الورقية

دنيا الرياضة

مقالات اليوم

أخبار المناطق

العدد الورقي

آخر الأخبار



آخر الأخبار

تراجع أسعار الذهب وسط ترقب بيانات أمريكية

منذ ساعتين

متابعة- "الرياض"

هبوط العقود الآجلة لأسعار النفط

منذ 3 ساعات

نيويورك- "الرياض"

دعاوى قضائية تتهم "ميتا" بتعقدها إدمان الأطفال

منذ 3 ساعات

متابعة- "الرياض"

أميركا قد تعفي شركات التكنولوجيا من الرسوم الجمركية على ر...

منذ 3 ساعات

واشنطن- "الرياض"



للاشتراك والتسجيل
ولمزيد من المعلومات

الدورات
التسجيلية

المه

011-2996460

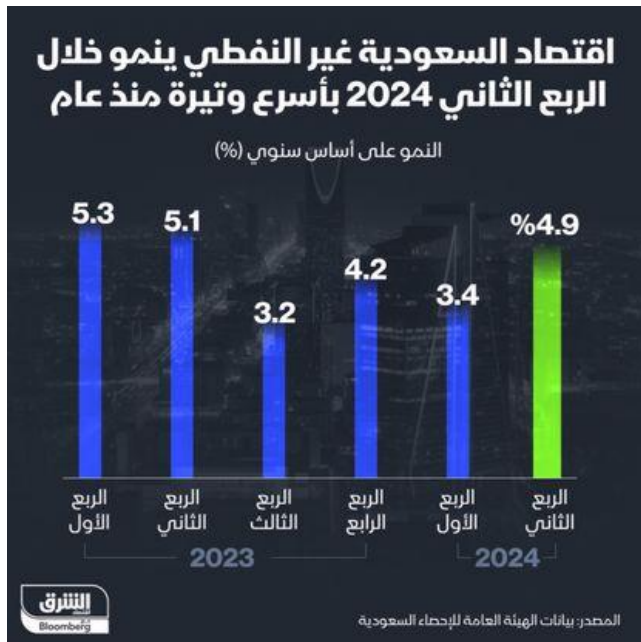


- Video:
- Many digital media outlets are **visual**, from streaming **movies** and **television** services such as **Shahid** & **Netflix** .
- One of the biggest players in visual digital media is **YouTube**, which hosts billions of videos.



- **Images :**
- **Visual content** is online content that's primarily **image-based**.
- Common forms of visual content include **pictures, diagrams, charts, infographics, screenshots, memes** and slide decks.





- **Audio:**
- Audio forms of digital media include digital **radio** stations, **podcasts**, and **audiobooks**.



7 تطبيقات

لـ "الكتب الصوتية" للاستماع



- تطبيق Audible 
- تطبيق Dhad 
- تطبيق iqraaly 
- تطبيق storytel 
- تطبيق Google Play Books 
- تطبيق Kitab Sawti 
- تطبيق Alrawi 

رواد الأعمال KSA

- **Ai-generated content (AIGC) :**
- AI-generated content is **text, images, video, or audio** content created by an artificial intelligence tool as a result of human input or **prompts**.
- You can produce AI-generated media using tools like OpenAI's **ChatGPT** and **Midjourney**, as well as AI-powered features inside content software like **HubSpot** and **Canva**.



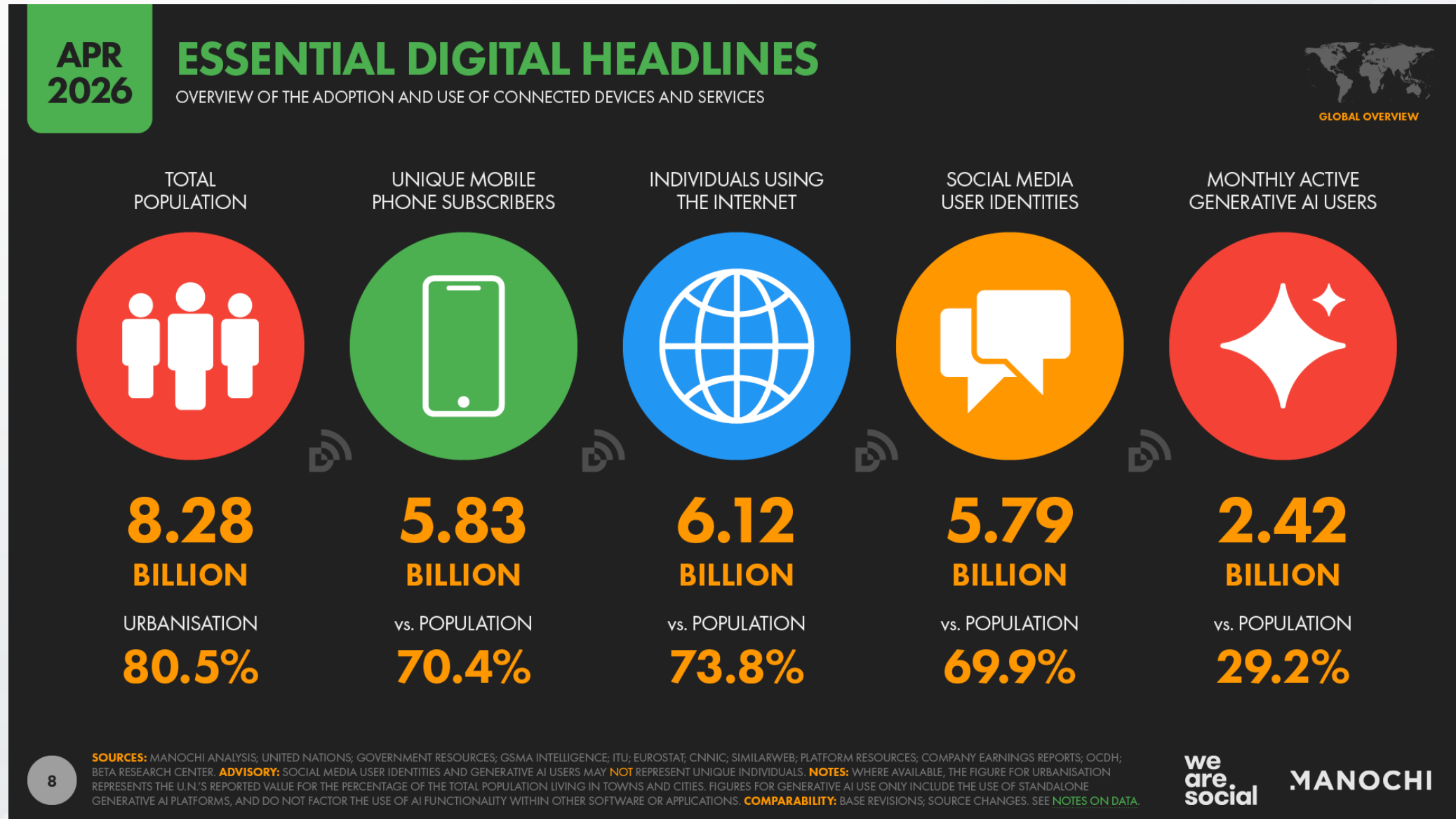
- **Canva:**
 - <https://www.canva.com/templates/>
- **midjourney**
 - <https://www.midjourney.com/home>
- **capcut**
 - <https://www.capcut.com/>

- The history of the electronic computers and computer networks that constitute digital media goes back several decades .
- The spread of **digital media** has grown steadily since the **1980s**.
- In sum, digital media have become so pervasive that the changes, challenges, and opportunities that they bring along assume a ubiquitous reach.

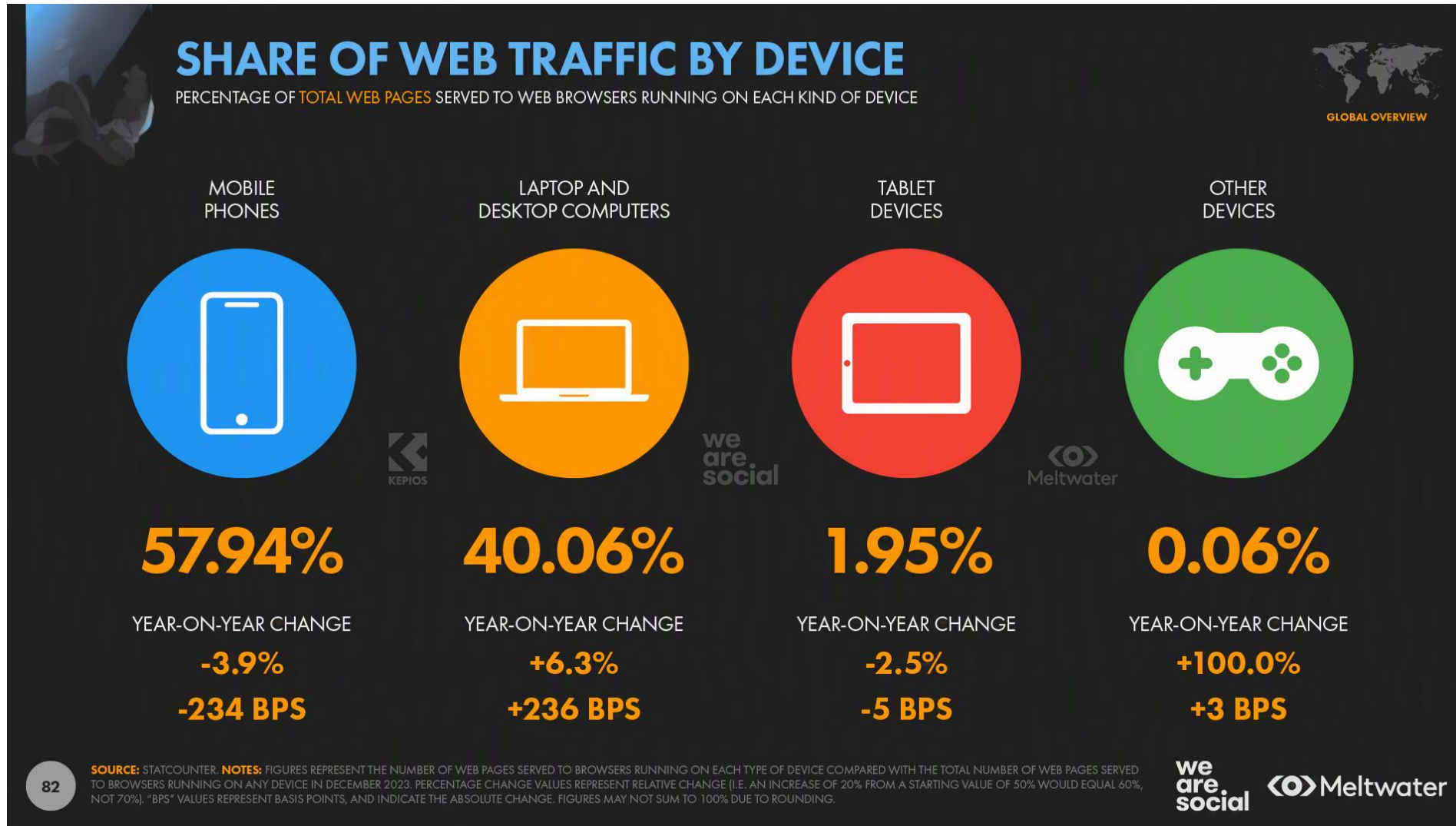


- The introduction of the **World Wide Web** in the **1990s** brought internet connectivity into most homes and businesses in the advanced economies.
- The **2000s** gave us the collaborative web: **software and online platforms** that allow all users to produce and distribute digital content.
- Mobile technologies such as **smartphones and tablets** have transformed the daily experience of the internet, further integrating digital media into the flow of everyday life.
- The spread of digital media has been **explosive**. Globally, the number of internet users has **passed five billion**, or more than half of the world's population.





- **Source:** <https://wearesocial.com/uk/blog/2026/04/digital-2026-mid-year-global-update-report/>

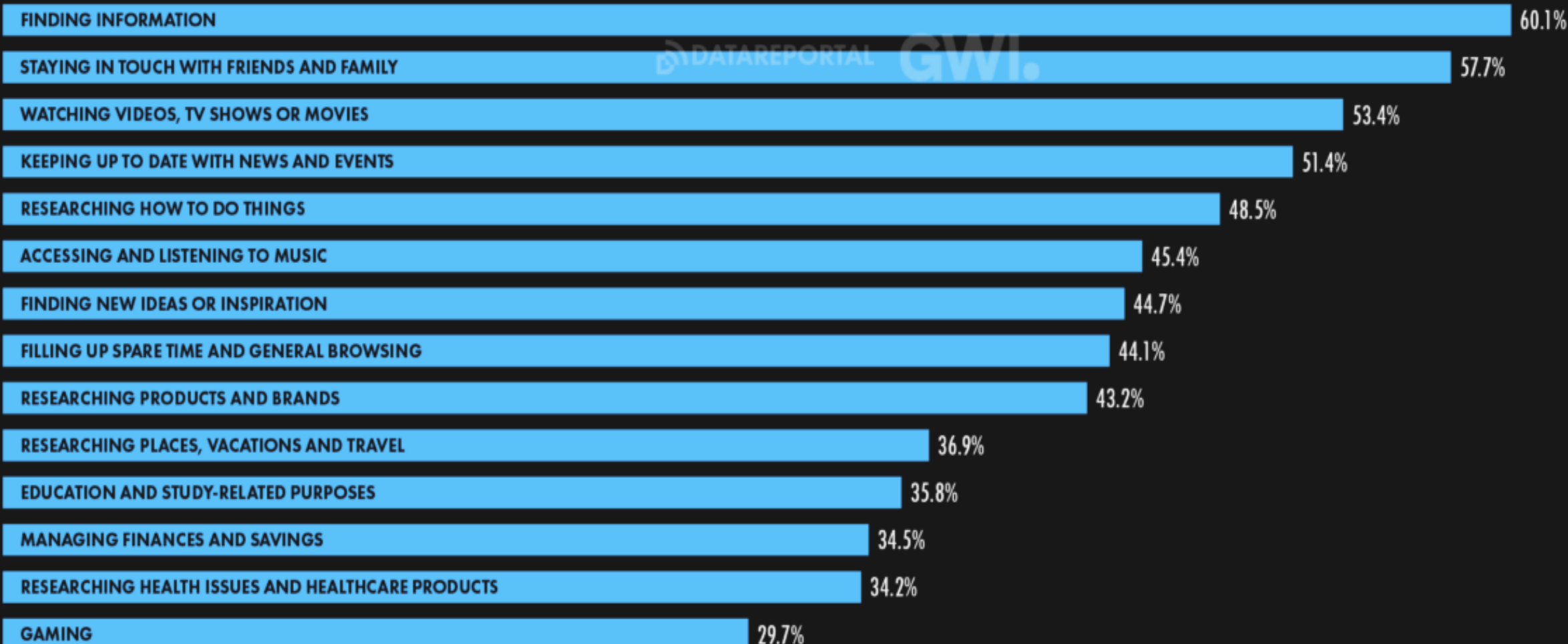


- **Source:** <https://wearesocial.com/uk/blog/2026/04/digital-2026-mid-year-global-update-report/>

APR
2026

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



• **Source:** <https://wearesocial.com/uk/blog/2026/04/digital-2026-mid-year-global-update-report/>

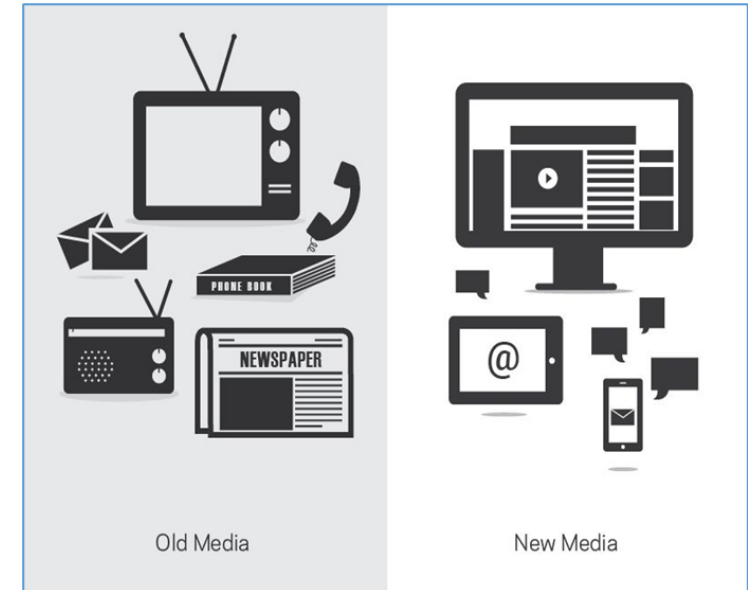


Old Media

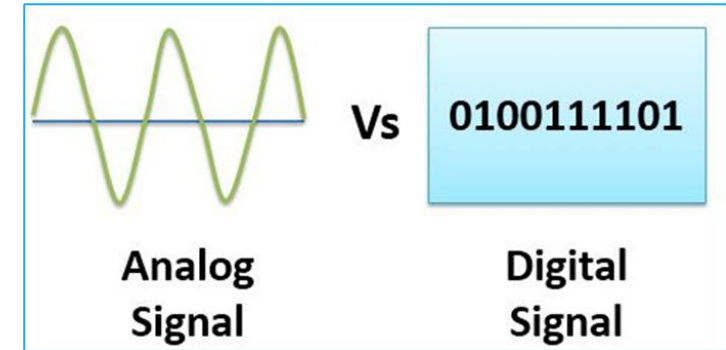


New Media

- In early scholarship about the rise of digital media, the definition “**New Media**” was used to describe **information and communication technologies based on digital code**.
- “**New media**” signified the set of media technologies that had emerged since the last decades of the twentieth century.
- This distinguished them from “**Old Media**,” which was a definition used to identify **traditional mass media like television, newspapers, or radio**.
- **Traditional (nondigital) media** includes several types of communication technologies, some of which have existed for hundreds of years.

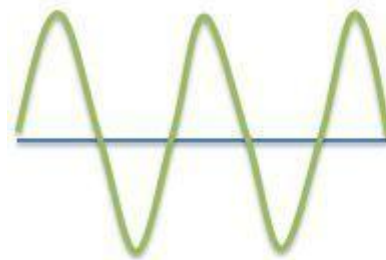


- **Digital media** have certain common characteristics that distinguish them from **Analog media**.
- “**Digital Media**” carry information represented by a **numeric code** based on the binary distinction between two symbols, **1 and 0**.
- **Analog media** instead rely on continuous scales, like the scale of **colors** that can be represented by the chemical composition of a piece of celluloid film, or the **letters** of the alphabet that can be rearranged into words and expressions.
- Thanks to their binary code, **digital media** can carry information very **efficiently**.



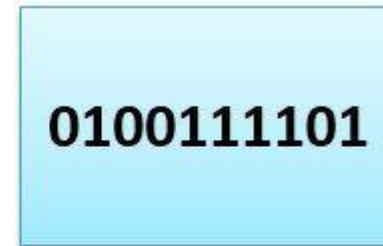
video

- <https://www.youtube.com/watch?v=ZWdT-6Ld71Q&t=58s>



Analog
Signal

Vs



Digital
Signal

Question 2

- Do you think new media will **replace** old media?!



- Yet **new media** that have emerged in the last 40 years or so are based on heterogeneous computing technologies and are very different from each other.
- Conversely, **old media** are sometimes held to be better than new media, as older technologies can be represented as more authentic.
- For example, many claim to have a deeper relationship with **books** than with **e-books**, or with **vinyl records** than with **MP3** files.



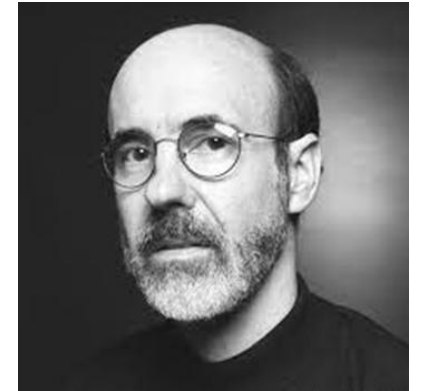
- When new media are introduced, they **do not replace** old media, but rather **integrate** or **change** them.
- The introduction of **television** has not caused the disappearance of the **newspaper**.
- The introduction of the **tablet** did not cause the disappearance of the **book**.



- **Books evolved** into different technological **formats**.



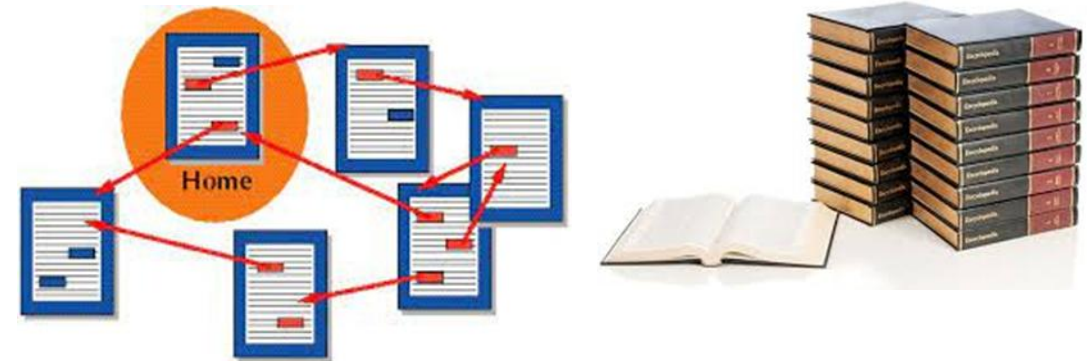
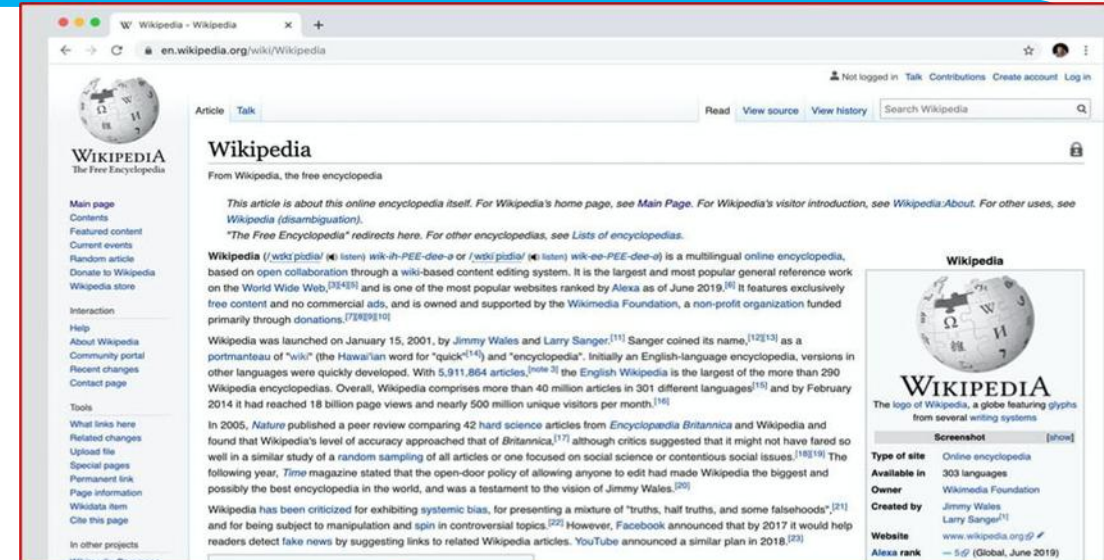
- **Bolter and Grusin (2000)** called this process of evolution, “**Remediation**”, that entails competition as well as coevolution and cooperation among different media .



- A **practice**, **content**, or **format** can be **re-mediated** by a new technology that **mimics** or **reworks** previous formats.
- For example, the design of some **web radio** **receivers** reproduces 1950s **radio** sets.



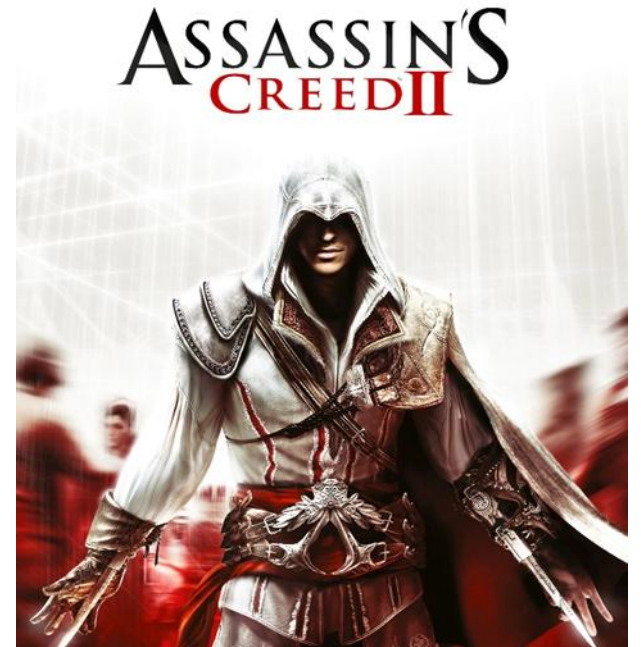
- **Wikipedia** mirrors and is structured like a traditional **encyclopedia**, so that cross-references between entries allow a **non-linear** reading path, although this is made possible via **hyperlinking** technologies rather than by manually turning the pages.



- Overall, **new media** do not come out of nowhere, but rather **evolve** from existing practices and media technologies.
- The concept of **remediation** allows the recognition that the history of media is a **continuous, non-linear process** that can go in several directions, as old and new media continue to **influence** each other.



- For example, **newer formats** can provide content and aesthetics that are adapted in older formats,
- **Assassin's Creed** is a franchise based on a **video game**, but its stories are expanded to a broader set of media, such as **films**, comic **books**, and **novels** .



- **The early stages** of life of an emerging media technology are characterized by **uncertainty** about its role.
- **New media** are not immediately accepted as natural components of the social world, and their meaning is initially open and contested.
- This phase has been defined as the “**Identity Crisis**” of new media (**Lisa Gitelman and Goeffrey Pingree**).



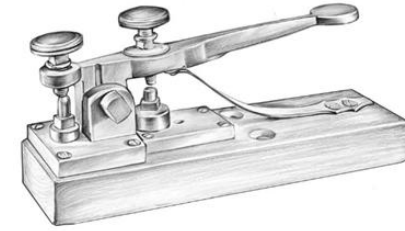
- After its introduction, the meanings and functions of a new technology are **slowly shaped** by existing patterns of media usage and by the habits and desires of new users, as well as by technological characteristics.
- For example, **new media** such as the **telephone** in the mid-twentieth century has been met with **anxieties** about their role in the life of .



- The phase of **crisis** and novelty is resolved when a new technology becomes **a mass consumer product**.
- In a process of “**Domestication**,” the new technology is accepted in a society, it becomes everyday and understandable and tends not to cause rejection or fear anymore .



- Some media may be **abandoned**, as happened to the **Phonograph** or the **Telegraph**.
- Some can even **disappear** and **be forgotten**, as the **Zograscope**, an eighteenth-century device that used a lens to artificially provide depth to two-dimensional images; it now survives only in museums.



- However, often times media that seem to have disappeared leave traces behind or are **updated** onto new media formats and technologies.
- Contemporary **3D media** are indebted to a series of previous technologies, from the **Zoograscope** to the red and cyan **glasses** used to obtain anaglyph stereoscopic effects.



- Many **old media** can be seen as “**undead**”: their imminent death is announced or assumed but they refuse to disappear.
- This is the case of the **printed book**, which was thought to be doomed by the emergence of **e-books**, or the **analog radio**, which was to be killed by **podcast** and streaming technologies.
- Instead, both have experienced a **resurgence** in the last few years.



Print Books



PODCAST



Conclusion



- **Mediatization** is the increasing presence of media in all aspects of life.
- **Computer networks** have become “the key **infrastructure** for all aspects of life in the digital environment.
- “**Digital Media**” are “the means that they carry information represented by a numeric code and then transform it into human language”.
- **Digital media** is sometimes called **multimedia**.
- Digital media can carry information very **efficiently** than old media.
- The introduction of **new media** has not caused the disappearance of the **old media**.
- A practice, content, or format can be **re-mediated** by a new technology .



Thank You