

English Course for MA Sociology of Communication

Definitions of *New Media*

- **Lev Manovich (2002):** Defines new media as cultural objects and communication systems that are **digitally based, programmable, and interactive**, distinguishing them from analog forms of media.
- **Siapera (2012):** Frames new media as **socio-technical systems** that reshape social relations, identities, and institutions, emphasizing their role in globalization and cultural change.
- **Lister et al. (2009):** Highlight new media as **digital, interactive, hypertextual, virtual, and networked**, stressing their transformative impact on culture and society.
- **Revise Sociology (2018):** Identifies six key characteristics of new media: **digital, interactive, hypertextual, globally networked, virtual, and simulation-based**.

Key Features in Sociology

- **Digitalization:** Information is stored, transmitted, and manipulated in digital form.
- **Interactivity:** Users are not passive consumers but active participants.
- **Networking:** Media is globally interconnected, transcending national boundaries.
- **Convergence:** Blurring of boundaries between media forms (e.g., TV, internet, print).
- **Cultural Impact:** Shapes identity, politics, social movements, and everyday life.

References

- Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction* (2nd ed.). London: Routledge.
- Manovich, L. (2002). *The language of new media*. Cambridge, MA: MIT Press.
- Revise Sociology. (2018, December 13). *Main characteristics of new media*. <https://revisesociology.com/2018/12/13/main-characteristics-new-media/>
- Siapera, E. (2012). *Understanding new media*. London: SAGE Publications.