

Digitisation of Media

GE 202 – II nd sem, Unit 2

Digitization

- It is the process of converting information into a digital format. In this format , information is organised into discrete units of data (called bits) that can be separately addressed(usually in multiple bit groups called bytes)
- E.g. converting handwritten or typewritten text into digital form

Cont.

- It is the process of converting information into a digital (computer readable format)
- It has magnified our ability to reproduce art books and even objects with increasing rapidity, ease and added functionality

Why do we digitise?

- To provide online access to collections. E.g. newspaper, aadharcard
- To make digitized material and metadata available through online catalogs and for reuse on another platforms
- To maximise value to the target audience in new and creative ways
- To advance the preservation by reducing the wear and tear on the originals

Cont....

- To provide access to those materials that can no longer be accessed in their original format
- To improve our service to customers by responding to their current expectations
- To maximise the efficient and effective use of resources to carry out digitization and achieve cost saving benefits whenever possible

Digitization of Media

- Digitization is transforming the world we live Everything around us is rapidly shifting from analog to digital.
- Traditional means such as newspaper, radio broadcast, books are now being replaced by digital devices such as Smartphones, desktops and laptops.
- Digitization has set a positive impact on every industry and the entertainment industry is not an exception which is mainly due to rise of internet and mobile technology.

Advantages of Digitization

- Social Connectivity
- Converging all your needs to one place
- Reduces human error
- Banks can provide enhanced customer services
- Implementing electronic workflow process
- Eliminating transcription errors
- Communication speeds
- Learning opportunities
- Versatile working

Disadvantages

- Data security
- Privacy concerns
- Social disconnect
- Plagiarism and copyright
- Addiction
- Social dispersonalization(photos can be altered)
- Over reliance on gadgets
- Digital media manipulation(Videos and audios can be doctored)

Media Convergence

- Coming together of different equipment and tools for producing and distributing news
- Media Convergence is the joining or 'Converging' of distinct technologies into one.
- Interaction or Combination of old media + new media
- The smartphone is the convergence of COMPUTING.
COMMUNICATION & CONTENT



Cont..

- Media Convergence refers to the merging of previously distinct media technologies and platforms through digitization and computer networking. Also known as TECHNOLOGICAL CONVERGENCE.

Cont..

- According to media theorist HENRY JENKINS:
Convergence isn't an end result but instead a process that changes how media is both consumed and produced.

Advantages of Convergence

- With the development of technology the cost of products and software was lowered.
- Media Convergence cause the fragmentation of audience for news.
- Lower cost form of media
- Quality of product enhance
- Interactivity
- In Convergence media is more interactive and the audience participation is encouraged

Cont..

- No different news crews for every medium, one converged media operation can use the same reporters and staff to produce stories for TV, Telecommunication and internet medium.
- With interactive World wide web(WWW) , audiences are able to download and share music , video , photo via social networking and become media producers

Disadvantages of Convergence

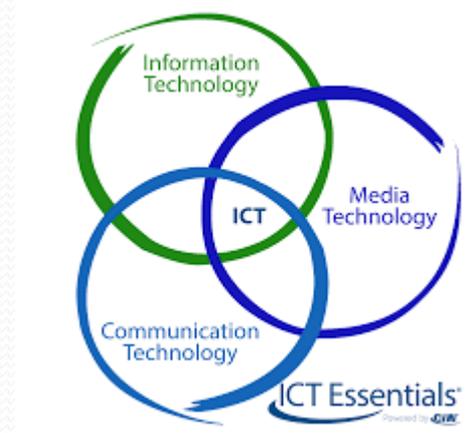
- Audiences complain about information overload and they can be overwhelmed and find it different
- The rapidly changing technologies has obstructed audience's activities
- Difficult for old age people and disabled
- Loss of Jobs
- Not everyone has access
- Expensive to buy- Smartphones /Tablets

Information and Communication Technology (ICT)

- ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology , but focuses primarily on communication technologies
- It refers to technology use for regular everyday tasks: sending an email, making a video call, searching the internet, using a tablet or mobile phone and more.

Cont..

- ICT is also defined as the convergence of audio visual , telephone and computer networks through a link system. It is a combination of all these elements capped by a vision on how technology can help an organisation to reach its goals.





Positive impacts

- Faster communication speed
- Lower communication cost
- Reliable mode of communication(GIGO- Garbage in Garbage out)
- Effective sharing of information
- Paperless environment
- Borderless communication
- Create employment

Negative impacts

- Individualistic and Introvert
- Moral decedent and threats to the society
- Health problems
- Unemployment situation



THANK YOU