

Media in the analog and digital world.

The impact of the digital revolution on reconfiguration in the social communication

Table of content

Abstract	11
Introduction	13
1. The Internet and computers – history, function, interaction	28
1.1. From the abacus to the Global Network. History and function of computers and the Internet	30
1.2. Transmission of bits instead of atoms. Digitalization, cyberspace and virtual reality	40
1.2.1. The Republic of zeros and ones, i.e., meanders of digitization	40
1.2.2. Cyberspace and Virtual Reality, i.e., metageography of a new world	43
1.3. Various aspects of the functioning and regulations of the Internet	48
1.3.1. Controllers and gatekeepers of the Internet	49
1.3.1.1. The rulers of domains, i.e., who rules the Internet?	49
1.3.1.2. The Internet filtering, i.e., the power of search engines	52
1.3.2. The Internet and the law – questions and challenges	58
1.3.2.1. Romantic cowboys vs. boring lawyers – whether the Internet is under the law?	59
1.3.2.2. Ownership and privacy – a dispute over ACTA	64
1.3.3. (Un)sustainability of online publications, i.e., the archiving of Web resources	70
2. The Internet as a new form of communication: opportunities and risks	78
2.1. The Internet – a traditional medium or an interactive metamedium?	78
2.1.1. ‘The Internet’ or ‘the internet’?	79
2.1.2. Is the Internet a ‘medium’?	80
2.1.3. Interactivity of the Internet communication	87
2.2. The changing face of the media and journalism: the new media, Web 2.0, the social media, citizen journalism	92
2.2.1. The new media. New, meaning what?	92

2.2.2.2. Web 2.0 and the social media, that is everyone about everything with all	101
2.2.2.1. Web 2.0 – reality or another myth?	101
2.2.2.2. Information is the key, i.e., about the social media	110
2.2.2.3. The future of the social media	121
2.2.3. Blogs and citizen journalism: new forms of journalism	127
2.3. Pros and cons of the Internet and the new media, i.e., the need for ethical and axiological reflection on the technique	136
2.3.1. Technique – is it truly ethically neutral?	137
2.3.2. Axiological-ethical-moral reflection on technology and progress – the proposal of the Catholic Church	140
2.3.3. The dark side of the Internet	143
3. Media convergence and its implications	155
3.1. Media convergence and its contexts	155
3.2. Areas of media convergence	161
3.2.1. The technological sphere	162
3.2.1.1. Convergence of devices	162
3.2.1.2. Convergence of solutions	168
3.2.1.3. Network convergence	171
3.2.2. Economic convergence	173
3.2.2.1. Market and regulatory convergence	173
3.2.2.2. Corporate convergence	176
3.2.3. Convergence of content	183
3.3. Convergence vs. the information society and globalization	192
3.3.1. Information and webbiness vs. the social changes	192
3.3.2. World compressed, i.e., about globalization	200
4. Printed press in the face of great transformations	204
4.1. Press – history, concept, types and features	204
4.1.1. A brief history of the development of the printed press	205
4.1.2. Nature, features and press divisions	208
4.1.3. Press features	210
4.2. Press: death or life? Great journey from paper to screen	217
4.2.1. Newspapers on the Net	218
4.2.1.1. History of web press in the world and in Poland	219
4.2.1.2. A website or an e-edition?	223
4.2.1.3. The printed article vs. the online article	229
4.2.2. Tablets and e-readers as a chance for survival of the press?	233

4.3. The future of the press	246
4.3.1. The dispute over the death of print	247
4.3.2. Is it the end of free content on the Internet?	253
5. Radio and television in the analog world	262
5.1. Radio and its history	263
5.2. The history of television	269
5.3. Radio and television broadcasting – difficulties with the definition and the common characteristics	273
5.4. Radio: How it changed the world? Nature of radio and the method of communication	278
5.5. From paleotelevision to hipertelevision. Nature of television and its transformations	286
5.5.1. Basic features of television and its language	286
5.5.2. From cold paleotelevision to hot hipertelevision	296
5.5.3. Television as a source of information and entertainment and the advertising medium	300
6. Radio and television: in the face of convergence and digitalization	308
6.1. Television in the digital world	308
6.1.1. The new environment, new opportunities	309
6.1.2. Digitization of terrestrial television	314
6.1.3. TV on the Internet	322
6.2. Radio in the digital world	332
6.2.1. Digitization of radio: questions, concerns, possible scenarios	332
6.2.2. Traditional radio vs. the Internet radio	334
6.2.3. Digitization of terrestrial radio stations	341
Conclusion	346
References	356
Sources (legal acts, court decisions and official documents)	356
Printed materials	357
Studies	357
Press Releases	377
Internet publications (netography)	378
Studies	378
Information, journalistic articles, blog entries and other publications	383