

Original Research Paper

Impact of New Digital Media on Conventional Media and Visual Communication in Jordan

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Abstract: The purpose of the present research was to assess the impact of new digital media on conventional media and visual communication has been significant. Digital media has transformed how information is created, distributed, and consumed, and has profoundly affected traditional forms of media such as print newspapers, magazines, and television. One of the main ways that new digital media has affected traditional media is through the emergence of online platforms and social media. These platforms have allowed individuals and organizations to publish and share content with a global audience, often bypassing traditional gatekeepers such as editors and broadcasters. This has led to the democratization of media, as anyone with an internet connection can now potentially reach a large audience. Digital media has also led to the rise of new forms of visual communication, such as digital graphics, video, and animation. These forms of media allow for more interactive and immersive experiences and have become increasingly popular with audiences. In addition, digital media has also had an impact on the business models of traditional media organizations. Many have struggled to adapt to the shift towards digital advertising and subscriptions, leading to a decline in revenues and layoffs in some cases. It may be the case that the impact of new digital media on conventional media and visual communication has been significant and wide-reaching and will likely continue to shape the media landscape for years to come.

Keywords: Conventional Media, Digital Media, Visual Communication.



1. Introduction

The advent of the digital age has had an impact on almost every facet of human existence, including the media. People are increasingly using their smartphones and other portable electronic devices to access online media due to the expansion of the internet. Readers who prefer print publications may eventually switch to internet sources [1].

Digital media refers to the use of electronic media and internet-based technologies to create, distribute, and consume information, media, and entertainment. In Jordan, digital media has become an important part of the country's media landscape and has significantly impacted how information is shared and accessed [2].

One of the key drivers of the growth of digital media in Jordan has been the widespread adoption of the internet and mobile technologies. According to the International Telecommunication Union (ITU), Jordan has a high level of internet penetration, with around 78% of the population having access to the internet in 2020. This has made it easier for people in Jordan to access and share information online and has contributed to the growth of digital media platforms such as social media, online news sites, and streaming services [3].

The growth of digital media in Jordan has also been supported by the government's efforts to promote the use of technology and innovation in the country. In recent years, the government has invested in initiatives such as the Jordan Digital Strategy, which aims to support the growth of the digital economy and encourage the development of new digital technologies.

However, the rise of digital media in Jordan has significantly impacted the country's media landscape and has opened up new opportunities for people to access and share information and entertainment [4]. Digital media has significantly impacted visual communication, which refers to the use of visual elements such as images, graphics, and video to convey information and ideas. Digital media has made it easier for people to create, share, and consume visual content, and has opened up new opportunities for visual communication.

One way in which digital media has impacted visual communication is through the proliferation of digital media platforms and tools that enable people to create and share visual content easily and quickly. These platforms and tools include social media, online photo, and video-sharing sites, graphic design software, and video editing software [5].

Digital media has also made it easier for people to access and consume visual content, with the rise of streaming services and online platforms that make it easy to view and share video and other visual media [6]. This has led to the growth of visual storytelling, as more people can create and share their visual content online. Overall, digital media has significantly impacted visual communication and made it easier for people to create, share, and consume visual content.

Conventional media refers to traditional forms of media such as print, radio, and television, which have been the dominant forms of communication for many years. In Jordan, conventional media has played a significant role in shaping the country's media landscape and has been an important source of information and entertainment for many people [7].

Print media has a long history in Jordan, with the first newspaper in the country being published in 1911. Today, some daily and weekly newspapers in Jordan cover a range of topics including news, politics, culture, and entertainment. Radio has also been an important medium in Jordan, with the first radio station in the country being established in the 1950s. Television is another important medium in Jordan, with the first television station in the country being established in the 1960s.

In terms of visual communication, Jordan has a rich tradition of using visual elements such as images, graphics, and video to convey information and ideas. This has been evident in the country's print media, with many newspapers and magazines using images and graphics to illustrate their stories. Television and radio have also relied heavily on visual elements, with news programs often using video footage and graphics to illustrate their stories.

However, conventional media and visual communication have played a significant role in Jordan's media landscape and have helped to shape the way information is shared and consumed in the country.

2. Literature Review

Our modern marvel, the Digital World, is the result of the coming together of computing and communication technology. Distance and time are no longer barriers in today's increasingly interconnected technological world. Visual communication has been profoundly influenced by the advances in computer and communication technology. Abushawali et al., [1][8].

In Jordan, as in many other countries, the rise of new digital media has had a significant impact on

conventional media, such as print newspapers and television, as well as on visual communication more broadly.

One major impact has been the shift towards online and digital platforms for news consumption and the decline of traditional print newspapers. Many people in Jordan now get their news from websites, social media, and other online sources, rather than from print newspapers. This has led to a decline in print newspaper circulation and revenue and has forced traditional media organizations to adapt by establishing a strong online presence and developing digital content [9].

Another impact has been the proliferation of mobile devices and the increasing use of social media platforms, which have changed the way that people communicate and share information. In Jordan, as in other countries, social media has become an important platform for public discourse and the exchange of ideas. It has also enabled the emergence of citizen journalism, where individuals can share news and information directly through their social media accounts.

The rise of new digital media has also had an impact on the visual communication industry in Jordan. With the increasing use of digital platforms for advertising and marketing, traditional forms of visual communication, such as billboards and print advertisements, have become less prevalent. Instead, businesses and organizations are using digital channels, such as websites, social media, and online videos, to reach their target audiences.

The research to date has tended to focus on, the impact of new digital media on conventional media, and visual communication in Jordan has been significant, leading to the decline of traditional forms of communication and the emergence of new digital platforms and technologies. The impact of new digital media on conventional media and visual communication in Jordan has been significant. With the proliferation of the internet and the widespread adoption of social media and other digital platforms, traditional forms of media such as television, radio, and print newspapers have seen a decline in their audience and advertising revenues [10].

At the same time, new digital media platforms have provided a wide range of opportunities for visual communication professionals in Jordan. Digital platforms such as social media, websites, and online advertising have created a demand for visual content and design skills. In addition, the use of video and other visual media has become increasingly important in digital marketing and advertising, leading to a growth in demand for professionals with expertise in these areas. The impact of new digital media on visual communication in Jordan has also been felt in the way that information is disseminated and consumed [11]. The rapid pace of change and the abundance of information available online have made it necessary for visual communication professionals to be able to create clear, concise, and visually appealing content that can effectively convey messages to a wide audience. It is thought that the impact of new digital media on conventional media and visual communication in Jordan has been significant, and it is likely to continue to shape the media landscape in the country in the future.

A considerable amount of literature has been published on the impact of new media on conventional media has been significant in recent years. New media refers to digital media technologies, such as the internet, social media, and mobile devices, which have emerged and evolved in recent decades [12]. These technologies have changed the way that people consume and interact with media, and have had a significant impact on conventional media, such as print newspapers, television, and radio. New media, such as the internet and social media platforms, have had a significant impact on visual communication.

One major impact of new media is the increased speed at which visual information can be shared and disseminated. With the rise of social media, it is now possible for an image or video to be shared with a global audience in a matter of seconds. This has made it easier for people to access and share visual information, but it has also led to the proliferation of fake or misleading visual content, which can be spread quickly and widely.

Another impact of new media on visual communication is the increased ability for people to create and share their visual content. With the widespread availability of smartphones and other devices with advanced cameras and editing software, it is now easier than ever for individuals to create and share their photos and videos. This has led to a democratization of visual communication, as people can now share their perspectives and experiences with a larger audience [13].

New media has also had an impact on the way businesses and organizations communicate visually. With the rise of social media, it is now easier for companies to reach their target audience and share visual content that promotes their products or services. This has led to the development of new roles, such as social media managers and content creators, who are responsible for creating and sharing

visual content on behalf of businesses.

It is thought that new media has had a significant impact on visual communication, making it easier to access, share, and create visual content, and changing the way businesses and organizations communicate visually.

The transition from conventional media to digital media has been a significant development in the field of communication and information dissemination. Conventional media refers to traditional forms of media such as print newspapers, radio, and television, which rely on physical means of distribution and transmission [14]. Digital media, on the other hand, refers to media that is transmitted and stored in digital forms, such as websites, social media platforms, and apps. One of the key advantages of digital media is that it allows instant access to information and easier sharing and distribution of content. Digital media also allows for greater interactivity and engagement with audiences, as well as the ability to track and analysed data on user behavior and preferences.

The transition to digital media has had a major impact on the media industry, as traditional media outlets have had to adapt and compete with the rise of digital platforms. It has also had a significant impact on society, as the proliferation of digital media has changed the way people consume and share information, as well as the way they communicate and interact with one another.

Visual communication in Jordan refers to the use of visual elements such as images, graphics, and typography to convey information and ideas. This can include a wide range of mediums, such as advertising, branding, packaging, web design, and more. In Jordan, visual communication plays a significant role in the country's culture and economy. The country has a rich history of artistic traditions, and visual communication is used extensively in various sectors, including tourism, education, and business.

The transition from conventional media to digital media has had a significant impact on the way people consume and share information. Some of the key effects of this transition include:

Increased accessibility: Digital media is more accessible than conventional media, as it can be accessed from any device with an internet connection. This means that people can access digital media from anywhere and at any time, making it easier to stay informed and connected.

Greater interactivity: Digital media is often more interactive than conventional media, as it allows for two-way communication and the ability to interact with content in various ways. This can make digital media more engaging and immersive for users.

Changes in consumption habits: The proliferation of digital media has changed the way people consume information. Many people now get their news and entertainment from online sources, and social media has become a major platform for the sharing of information and ideas.

Disruption of traditional business models: The shift to digital media has disrupted traditional business models for media companies, as digital platforms have made it easier for people to access content for free. This has led to a decline in revenue for traditional media outlets and has forced them to adapt to the digital age.

The rise of fake news: The ease with which information can be shared online has also led to the proliferation of fake news, which can spread quickly and cause harm. This has led to calls for greater media literacy and the need for people to be more critical of the information they consume online.

New digital media, such as social media, websites, and mobile apps, have had a significant impact on traditional media, such as print newspapers and television, as well as on visual communication. One of the major impacts of new digital media on traditional media has been the shift toward online content distribution [15]. Many traditional media outlets, such as newspapers and magazines, have begun to publish their content online, often in addition to their print editions. This has allowed them to reach a wider audience and to publish content more quickly than was possible with the print-only distribution. However, the shift towards online content has also led to financial challenges for traditional media outlets, as advertising revenue has migrated to digital platforms.

New digital media have also impacted the way that visual communication is used to convey information [16]. The rise of social media and other online platforms has made it easier for people to share visual content, such as photographs and videos, with a large audience. This has led to the development of new forms of visual communication, such as memes and GIFs, which are often used to convey ideas or emotions more concisely and engagingly.

In addition, new digital media have made it easier for people to access and consume visual content from a wide range of sources. For example, the use of streaming services and video-on-demand platforms has made it easier for people to watch movies and TV shows whenever and wherever they want. This has had a major impact on the way that visual content is produced and distributed and has

led to the development of new business models for visual content creators. However, the impact of new digital media on traditional media and visual communication has been significant and ongoing. As technology continues to evolve and new platforms and technologies emerge, the impact of digital media will likely continue to shape the way that information is conveyed and consumed.

A considerable amount of literature has been published on Visual communication refers to the use of visual elements, such as images, charts, and graphics, to convey information and ideas. Some challenges associated with visual communication include :

Ensuring that the visual elements are effectively designed and appropriately used to convey the intended message. This can involve choosing the right type of visual, using the appropriate colors, and using a clear and logical layout.

Ensuring that the visual elements are easily understood by the intended audience. This can involve considering the cultural and language backgrounds of the audience and designing the visuals in a way that is accessible to people with disabilities.

Ensuring that the visual elements are appropriate for the context in which they will be used. This can involve considering the medium (e.g., print, web, social media) and the audience's attention span.

Ensuring that the visual elements are effective at engaging the audience and holding their attention. This can involve using dynamic and interactive visuals, as well as incorporating motion and sound where appropriate.

Ensuring that the visual elements are consistent with the overall branding and style of an organization or product. This can involve using a consistent color palette, font, and design elements across all visual materials.

3. Methodology

Eligibility criteria required individuals to have completed, However, this study and in-depth interviews are effective qualitative methods for doing so Rubin, et al., [17]. The researcher singled them out as potential participants because of their media consumption habits and reputations as sophisticated digital communicators. Those that were interviewed were chosen because of their competence in a certain field, participation in a pivotal scene, or both. People were selected using a snowball sampling method in which interviewers were asked to suggest additional people interview. The purpose of the somewhat structured interviews conducted by the researcher was to better comprehend the respondents' worldview and frame of reference. The researcher and the interviewees had some structure to operate within, but they were also given some leeway to enter the unanticipated territory. Each interview was taped, transcribed, and analyzed for findings. The data was analyzed to extract meaningful information, and the researcher categorized the findings. The categories were compared and re-categorized until saturation was attained using grounded theory analysis [18].

4. Finding and Discussion

The findings in the present study are consistent with the findings of Digital media, a type of media that uses digital technology to spread information and news. Digital media can include different types of digital media such as websites, apps, blogs, web pages, and social media.

In Jordan, digital technology has led to a major development in the field of digital media and visual communication and has also led to a change in how information and news are accessed. Up-to-date information and up-to-date news can be easily accessed through digital media, and people can deal with information and news available online in real-time. There is no doubt that digital media has led to a major change in traditional media and visual communication in Jordan. It has led to a change in how people access information and news, and it has also led to a change in how traditional media communicates with the public.

These data must be interpreted with caution because a positive correlation was found between the effect of new digital media on conventional media and visual communication would likely cover a range of topics and debates, including how new digital technologies have impacted the production, distribution, and consumption of traditional media such as print, television, and radio; how digital media has changed the way visual information is communicated and understood; and the potential consequences of these changes for society, culture, and individuals.

One area of focus in this literature review might be how digital media has disrupted traditional business models for media organizations, leading to changes in the way that media is produced and distributed. For example, the rise of online news sources and social media platforms has made it possible for individuals and organizations to bypass traditional gatekeepers and reach a wider audience

directly, potentially undermining the financial viability of traditional media outlets. At the same time, however, digital media has also provided new opportunities for media organizations to reach and engage with audiences in new ways, through targeted advertising, data analytics, and interactive content.

Another area of focus might be how digital media has changed the way visual information is communicated and understood. The proliferation of visual content on the internet, for example, has made it possible for people to access a wide range of images and videos from around the world at any time, potentially increasing the visual literacy of individuals and shaping their understanding of the world. At the same time, however, the abundance of visual information available online has also raised concerns about the accuracy and reliability of this information, as well as the impact of algorithms and other forms of automation on the way that visual information is selected and presented to users.

The impact of new digital media on traditional media and visual communication has been significant and wide-reaching. Here are some of the key results and findings on this topic:

Increased access to information: Digital media has made it easier for people to access a wide range of information and news sources, giving them more choice and control over what they consume. This has led to a shift in the way traditional media companies operate, as they try to adapt to the changing landscape.

Changes in content creation and distribution: Digital media has also had a major impact on the way content is created and distributed. The rise of social media and other digital platforms has made it easier for people to share and consume content, leading to a proliferation of user-generated content.

Disruption of traditional business models: Digital media has disrupted traditional business models for media companies, who have had to adapt to new ways of generating revenue. Many have turned to subscription models or have started selling digital advertising to make up for lost revenue from traditional sources such as print advertising.

The rise of visual communication: Digital media has also had a major impact on the way we communicate visually. The proliferation of smartphones and other devices with high-quality cameras has made sharing images and videos easier, leading to the rise of visual communication platforms such as Instagram and TikTok.

Changes in the way we consume media: Digital media has also changed the way we consume it, with many people now preferring to watch or read content on their devices rather than traditional formats such as television or print newspapers. This has led to a decline in traditional media consumption, as well as the rise of new forms of media such as podcasts and streaming video services.

However, the impact of digital media on traditional media and visual communication has been significant and transformative, leading to significant changes in the way we access, create, and consume media.

Finally, on this topic would likely also consider the potential consequences of these changes for society, culture, and individuals. Some scholars have argued that the shift to digital media has led to the fragmentation of public discourse and the proliferation of echo chambers, while others have pointed to the potential for digital media to foster greater communication and understanding across cultural and geographic boundaries. Other possible consequences of the shift to digital media might include changes in the way that people consume and engage with media, the impact of digital technologies on employment and labor markets, and the potential for digital media to shape political and social discourse.

However, many limitations need to be considered. For instance, there are several challenges that traditional media outlets are facing in the presence of new media in Jordan. Some of these challenges include:

1. **Competition**
New media platforms, such as social media and online news outlets, have increased competition for traditional media outlets, making it more difficult for them to attract and retain audience attention.
2. **Ad revenue**
Many traditional media outlets rely on advertising revenue to support their operations. However, new media platforms have disrupted the traditional advertising model, leading to declining ad revenue for traditional media outlets.
3. **Changes in consumer behavior**
With the proliferation of new media platforms, consumers have more choices for how they get their news and information. This has led to a shift in consumer behavior, with many people

- turning to online sources for their news and entertainment.
4. Technological challenges
Traditional media outlets may struggle to keep up with the rapid pace of technological change and may have difficulty adapting to new platforms and technologies.
 5. Regulatory challenges
Traditional media outlets may also face regulatory challenges, such as stricter content and advertising rules and pressure to adhere to ethical standards.

New media, including social media platforms and online news sources, have become increasingly popular in Jordan in recent years. However, these platforms have also faced many challenges. One major challenge is the issue of censorship. The Jordanian government has been known to censor and block access to certain websites and social media platforms, particularly those that are critical of the government or its policies. This has led to concerns about freedom of expression and the ability of citizens to access and share information freely.

Another challenge is the proliferation of fake news and misinformation on social media. In the age of the internet, it can be difficult to distinguish between credible sources and those that are unreliable or biased. This has led to the spread of false or misleading information, which can have serious consequences, such as inciting violence or destabilizing society. A third challenge is the issue of online security and privacy. As more people use social media and other online platforms, there is a risk of personal information being exposed or stolen. This can lead to identity theft, fraud, and other forms of cybercrime.

However, new media in Jordan face a range of challenges, including censorship, fake news, and security and privacy concerns. These issues will need to be addressed for new media to thrive and be used effectively in the country. The findings are subject to at least six limitations. The most significant was there several challenges facing new media in Jordan:

1. Limited access to the internet
While internet penetration in Jordan has increased in recent years, large segments of the population still do not have access to the internet, which limits the reach of new media platforms.
2. Limited infrastructure
The infrastructure for new media in Jordan is still underdeveloped, which can make it difficult for new media outlets to operate effectively.
3. Government censorship
The government in Jordan has a history of censoring new media outlets, particularly those that criticize the government or report on sensitive topics. This can make it difficult for new media outlets to operate freely and can limit the diversity of voices and perspectives represented in the media.
4. Lack of funding
Many new media outlets in Jordan struggle to secure funding, which can limit their ability to produce high-quality content and expand their reach.
5. Competition with traditional media
New media outlets in Jordan also face competition from more established, traditional media outlets, which can make it difficult for them to gain a foothold in the market.
6. Limited skills and resources
Many new media outlets in Jordan are run by small teams with limited skills and resources, which can make it difficult for them to produce professional-quality content and compete with larger, more established media outlets

This research confirms previous findings and contributes to our understanding of the main problem of new/digital media in Jordan is Funding and monetization. Many new media outlets struggle to generate sufficient revenue to sustain their operations, particularly in the early stages of their development. This can be due to a variety of factors, including the high costs of producing and distributing content, competition for advertising dollars, and the difficulty of monetizing digital content.

1. Regulation and censorship
New media platforms may face regulatory challenges, particularly in countries with strict laws governing online content. In some cases, governments may censor or block access to certain

platforms or types of content, which can limit the reach and impact of new media outlets. Competition: The rise of new media has led to increased competition for attention and audience among different platforms and outlets. This can make it difficult for new media outlets to gain traction and establish themselves in the market.

2. Misinformation and fake news

The proliferation of fake news and misinformation on social media and other new media platforms has become a major concern in recent years. This can undermine the credibility of new media outlets and make it difficult for users to discern accurate information from false or misleading content. Privacy and data protection: New media platforms often collect and use user data for various purposes, including targeted advertising and personalization. This can raise concerns about privacy and data protection, particularly as some platforms have been accused of mishandling or misusing user data.

5. Conclusion

The purpose of the present research was to show that new digital media, such as the internet and social media, have had a significant impact on traditional media and visual communication. One major effect has been the shift towards digital forms of communication and the decline of print media. With the proliferation of the internet and the availability of information online, people are increasingly turning to digital sources for news and information, rather than relying on print newspapers and magazines. This has led to a decline in advertising revenue for traditional print media and has caused many newspapers and magazines to struggle financially.

In addition, new digital media have also changed the way that visual information is consumed and shared. With the rise of social media, people can easily share images and videos with a wide audience, leading to the spread of visual information at a much faster rate than was possible with traditional forms of media. This has also led to the rise of user-generated content and the democratization of visual communication, as anyone with a smartphone and internet access can now create and share visual content. However, the impact of new digital media on traditional media and visual communication has been significant, leading to the decline of print media and the rise of digital forms of communication.

There are several challenges that traditional media outlets are facing in the presence of new media in Jordan, namely competition, ad revenue, changes in consumer behavior, technological challenges, regulatory challenges. While, the most significant was there several challenges facing new media in Jordan are limited access to the internet, limited infrastructure, government censorship, lack of funding, competition with traditional media, limited skills and resources.

This research confirms previous findings and contributes to our understanding that the new digital media has significantly impacted Jordan's traditional media and visual communication. It has transferred a lot of media content from traditional media to digital media, which may lead to the replacement of traditional media for a large proportion.

The new digital media may also change the way of communication and media transmission in Jordan. Digital media content can be accessed through the Internet and new applications, which may change how media and information are accessed.

Nevertheless, traditional media and visual communication remain important in Jordan, and cannot be completely replaced. It is one of the main means of communication and media transmission in the country, and it cannot be dispensed with at present. Moreover, new digital media in Jordan may be subject to control and censorship by government authorities, which may lead to limiting the specific content being broadcasted.

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