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Abstract



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### **Impact of Digital Media on Traditional Media**

The term "digital" means anything with numeral digits, and the term "media" refers to a method of communicating. Hence, digital media can be defined as information shared through a digital device or screen. It includes digital cables or satellites sending binary signals to devices that decode them into audio, video, graphics and text. Digital media is any media content that depends on electronic devices for distribution and creation. Actually, digital media includes many forms such as software, digital images, digital videos, video games, webpages, social platforms, databases, audio, e-books. Digital media also includes several types and platforms such as, search engines, social media, Google search, Google News and YouTube. Moreover, it includes Facebook, Instagram, WhatsApp, Twitter, Snapchat and LinkedIn. Moreover, it refers to various technologies that have emerged or seen rapid growth on a global scale during the latter part of the 20th century and into the new millennium. Those types of media have also greatly advanced cellular communications in the last 30 years, through applications that connect with the Internet and other technologies.

In the past, traditional media was the main source for getting information. This includes different types of media, such as television, radio, magazines and newspapers. These types represent major channels for diffusing information. The threats faced by traditional media are increasing ever since the emergence of new media and according to several studies the performance of the Press and printing industry has been declining gradually. Nowadays, different ways of communication and new sources for acquiring knowledge and getting the updated information emerged with the internet. Digital media manages to connect people all over the world together. Moreover, it allows people to create and exchange user-generated content (UGC), and as a result enabling them to connect with firms and other people. Another communication channel is social media, which has become an integral part of people's daily lives, especially young people.

In this paper I will try to analyze the impact of digital media on print media, radio and television.

#### **Brief Bio :**

Samy Tayie is a professor at the Faculty of Mass Communication of Cairo University, Egypt. He is also the President of Mentor International Media Education Association. His main areas of interest include media education, social marketing, new communication technology and mass communication research methods. He has published a few books on media research methods, media education, advertising and public relations. He has also published a few articles in different areas of communication science. He supervised more than 60 MA and PhD theses in Egypt and other Arab and European universities. He also worked for some regional and international organizations including the United Nations. He also acts as the lead of the Arab Chapter of UNESCO's Media and Information Literacy Alliance.