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History, trend, and future of Media

Evidently, media have taken tremendous steps in shaping our social, political, and economic institutions and forces. Mass media has interwoven to almost every facet of our society, whereby it has meant profound impacts in these realms. To a large extent, the tremendous changes in the realm of media have directly impacted political developments and social changes. There are various forms of media, they include; books, newspapers, magazines, music, radio, movies, TV, internet, and digital gaming. However, we cannot explore on the various significant changes that media has facilitated around different aspects of life without an outline of the historical relationship, the current trends, and the future possibilities for these forms of media. Thus, this paper will explore historical, current and future perspective on mass media on how they have shaped various realms of life in order to understand, appreciate, anticipate shape and control media technology.

Television

Of all the various types of mass media in contemporary society, television attracts and engages a large audience. It is audience cuts across viewers and listeners, hence, the reason behind its greater size of media audiences. Increasingly, Televisions attracts audiences of all ages, all literacy ranges, of all levels of the society. It is worth acknowledging that technology has provided for us a significant tool in television. It is by far the most powerful form of mass media. However, despite its predominance, it is also worth noting that how and why we make utilize or make use of this tool, will define the adeptness of this tool in enhancing the progressive process.

The world's first automated television was created in 1927 by Philo Taylor Farnsworth. Farnsworth invented a system that could capture moving images, convert those images into the code, and then transfer those images using a beam of electrons along radio waves to diverse devices. Some modifications were done on this invention over the years. At the World Fair in 1939, the first commercial TVs were displayed and were made available to consumers but with high price tags. Rightly, after WWII, in the 50^s, there was a boom of affordable televisions (Lohr et al). For instance, almost every average American household was able to afford a TV. Its propensity to engage the influx of engaging, critically made everyone invest in obtaining one. In almost every part of the world, it was in the late 1960s and 1970s that a television was

commonplace in homes. With 24-hour programming, syndicated shows and mass advertising television had become the dominant media force worldwide.

With the development of satellites in the 1980s, televisions made the world a commonplace, whereby it made possible live feeds from other countries and time zones. The new millennium brought with it a tremendous technological improvement in television media, the millennium shows the advent digital television which was embraced worldwide. Broadcast TV moved from analog to digital, also, there were advances in modification whereby LCD and plasma technology led to the development of cheap flat screen TVs (Steinberg). Further, a decade after the new millennium, television programming became more interactive with the introduction of various reality shows.

Currently, Television can be streamed online. The influx of large audiences in online platforms has facilitated TVs to engage in online digital programming in order to monetize and utilize it as a substantial element of TV stations' revenue strategy (Stelter). To be specific, 2018, has seen the advent of Smart TVs (TVs with Internet connectivity) which are more affordable and accessible.

Subsequently, judging from the trend of broadcast stations/ TVs, it is certain that the future holds substantial developments, and it is likely that the developments will stop, evidently, they will continue to change all aspects of TV media. Based on the positive developments, TV devices will likely get smarter, thinner, better resolution, and more affordable, among other aspects. Moreover, it can be projected that broadcast technology will provide more addressable options to advertisers such as integrating with the internet to form a cohesive consumer funnel. Also, in the near future, households will also benefit from the possible provision of higher definition images. Lastly, most probably, programming will advance to greater heights in order to attract and maintain its audiences.

Newspapers

Newspapers stem back in the 17th century. The first newspaper in England and America was printed in 1665 and 1690 respectively (Mott). Of its all the evolutions of newspapers, they became more common in the late 19th century, following the elimination of stamp duty which had made them expensive during the 18th century and the early 19th century. It was in the mid-19th-century newspaper that newspapers made a tremendous advancement whereby the use of the telegraph as a quick means to get news to respective newspapers was administered.

Currently, it is certain that in all the stridency of information surrounding us, no medium reliably giving us narrative news with a beginning, middle and an end, except the newspapers. However, the newspapers have lost the touch and the establishment they once had. Maybe the newspapers were able to flourish at some stage in the 18C because then they were considered a fashion accessory, a badge of status for the society who sought knowledge of what happening in various realms of life (Rodgers). Nowadays, the dynamics for newspapers are far more sinister

and cynical in such a way that the news highlighted are full of loose ends and distractive; nothing can be discussed or reported calmly. News aspects such as falsehood, cruelty, hypocrisy, greed injustice, and incompetence are blended in a single story, whereby modulation of tone, the hierarchy of rage, and admission of uncertainty are nonexistent.

To project the future of newspapers based on analyzing generational media, historical cycles, and exploding technology, it is evident that printed, home-delivered as well as paid circulation daily newspaper will cease. The newspapers will likely morph into new forms, inform of digital media, whereby thousands of feeds will be sent concurrently from all angles for newspaper consumers.

Radio

Despite the radio being founded in the 1920s, it is during the 1990s, that radio enjoyed a boom that was equal to the infamous "Internet bubble." The 1996 Telecommunications Act relaxation of radio ownership rules influenced the influx of radio stations whereby one company could own multiple stations in a single market (DUNBAR-HESTER). Radios have been known to generate more revenues to their owners irrespective the general perspective that they are but an entertainment and information source that lack direct costs to its audience/listeners.

Our current understanding of radio has to some extent crystallized around the considerable network configuration both commercial and non-commercial domains (Doug Irwin). At a greater perspective, radio offers a slightly exceptional opportunity to think about technological modification over time, considering that the issues surrounding it now are by far similar to those identified in 1920s during its dawn as a broadcasting tool.

Despite, the stagnancy of radio in regards to advancement, it is certain that even in the future radios will be existent considering that they are the only forms of media that can be both fast and reliable during adversities. For instance, the resilience of radio was approved during the Hurricane Katrina tragedy whereby it was a far more durable and reliable communications set-up than networked computing, considering that its receivers and transmitters can run off batteries and generators.

Magazines

Despite, the print world being vulnerable to cessation, magazines are one of the finest examples of cultural curation. In the preceding decade, the magazine industry witnessed an incredible success, that shows rise and growth of indie publishing to the ruined of print's web-oriented gradual demise (Popova). It is only in the magazine industry, that a fascinating slice of the cultural anthropology is focused in detail.

In order to save this form of media from extinction, digitalization of the various anthropological aspects focused has been employed. However, according to my perspective,

digitizing print is insufficient and misleading because to some way it's an attempt of appropriating content designed with one medium to be consumed in another media, whose audience may be channeled by totally diverse reading behaviors. Thus, digitalization of magazines can be regarded as a compelling antidote to one of the web's prime outbreaks that is transient in nature and which buries superb older content in this culture of imminence and uncontrollable currentness. As for now, the future of magazines relies on publishers building digital archives and avail them to current readers or for future generation subscribers.

Books

A book is regarded as any written document. The books have been in existence around 3000 BCE. The books are believed to be first written by Egyptians who commonly referred to them as scrolls (Jablonka). It was in the 19th century, that books recognized wide popularity especially with the advent of the novel in multifarious physical forms: published, serialized among others. The waiting time required to finally obtain a particular book led to the development of e-books for effective retrieval and accessibility.

In the previous decade; 2008 to 2010, e-book sales rise steeply since the introduction of e-books in digital platforms. On the other hand, the publishing industry started losing all possible aptitude to redeem any creativity and drive as their sales plummeted. Publishing companies such as Borders Books were declared bankruptcy, with the continuity popularity e-books.

Currently, According to the Association of American Publishers, there has been a shift e-book sales, which whereby its market has plateaued. The almost relaxed sales of the e-book are because of the fact most customers have not accustomed to reading on screens and hence they have double standards on published books and digitalized books (Nuwer).

The future of books as a form of media is uncertain, considering that currently, we are at a transitional phase, and the trends don't show positive or negative outcomes, however, it is certain that if there is a plateau on sales now definitely at some point, it will return to a steep incline. Further, the advancement in screen technology will likely improve and expand the affordances of screen reading, which will offer readers a reason to purchase more e-books.

Reflection and Conclusion

As a student, studying mass communication helps in navigating a wide selection of career opportunities in areas like broadcasting, advertising, public relations, journalism, and marketing. As such, the study of mass media will enable me to examine how media works and how it impacts our society politically, culturally, and socially. It is in this field that I got to know and learn more about the history, models, and criticisms associated with various forms of mass media

especially on how they are used to distribute news and entertainment, their current trends, and their future possibilities.

Learning my mass communication class online gave me an opportunity to plan and study time around the rest of the day, which could have not been possible in classroom environments. However, this could not be possible 10-15 years ago, if it weren't the various technological advancements that have facilitated to enabling mass media forms. It was by far worthwhile learning not only because it helped me balance school and other commitments but also the use of the online platform gave me practical exposure and adventure especially in the perspective of journalism or filmmaker.

Finally, it can be argued that despite how we talk today about how everything's changing, how people seem to be in a different media world, it is certain that this will definitely not at all strange. Every generation has in one way or the other grown up with a different form of media in ascendance, and this trend will continue to go on indifferently. As media innovation unfolds, aided by the exponential explosion of information technology, it is certainly a tectonic shift in media will be perpetual.

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