

New media, the in-thing in US

JEFF GRALNICK, A BROADCAST AND ONLINE NEWS EXPERT, CURRENTLY SERVING AS A SPECIAL CONSULTANT ON THE INTERNET AND NEW MEDIA TECHNOLOGIES WITH NBC NEWS AND AN ADJUNCT PROFESSOR OF NEW MEDIA AT THE COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM, US, TALKS TO **PALLAVEE DHAUNDIYAL-PANTHRY** ABOUT THE FUTURE OF TRADITIONAL MEDIA AND THE CURRENT MEDIA SCENE IN THE US

What is your view on the future of traditional media, globally?

It will vary from country to country. Like in India, along with literacy, both print and electronic media are growing, whereas in the US internet has taken over traditional media. It is because of the country's highly mobile society. Though the traditional media, print publications and broadcastings, still have their virtues, but future of communication is digital, wireless and internet.

What is the present status of media in the US?

Internet and digital media are dominating the media scene. The last decade witnessed accelerated development of new media and technologies.

In 1995, msnbc.com had five million domains of internet and today it accounts for 50 million. The three largest websites across the world, msnbc.com, cnn.com and yahoo.com, witness viewing of three billion pages a month. Besides, delivery of video via cell phones is the latest leap in information technologies.

So, how is print media sustaining itself in the US?

The traditional form of media has survived. Television channels and newspapers have developed websites to maintain contacts with their audiences and readers respectively.

What about a career in media in the US? What are the opportunities available for a student who has studied in India?

There are very little jobs available in print and electronic media in the US, but a plethora of opportunities are available in new media. Students who are technically adapted to new media with a good command over English can easily find a job in media in the US.

Your advice to aspirants of new media.

First, have a great general education to know the world around you. One should understand that new media is replacing media in many ways. Hence, it is imperative to acquire the new media skills and how to write for websites. Besides, they should stay excited and be informed