

# Digital Media

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# Media

- (1) Materials that hold data in any form or that allow data to pass through them, including paper, transparencies, multipart forms, hard, floppy and optical discs, magnetic tape, wire, cable and fiber. Media is the plural of "medium."
- (2) Any form of information, including music and movies. May also refer to CDs, DVDs, videotapes and other prerecorded material.
- (3) The trade press (magazines, newspapers, etc.).

# Media (c)

- In general, "media" refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. In the computer world, "media" is also used as a collective noun, but refers to different types of data storage options.

Computer media can be hard drives, removable drives (such as Zip disks), CD-ROM or CD-R discs, DVDs, flash memory, USB drives, and yes, floppy disks. For example, if you want to bring your pictures from your digital camera into a photo processing store, they might ask you what kind of media your pictures are stored on. Are they on the flash memory card inside your camera or are they on a CD or USB drive? For this and many other reasons, it is helpful to have a basic understanding of what the different types of media are.

<http://www.techterms.com/definition/media>

# Media (c)

Channels of communication that serve many diverse functions, such as offering a variety of entertainment with either mass or specialized appeal, communicating news and information, or displaying advertising messages. The media carry the advertisers' messages and serve as the vital link between the seller of a product or service and the consumer.

Available types of media include print, electronic, out-of-home, and direct mail. Print usually refers to newspapers and magazines but also includes directories, school and church yearbooks and newsletters, and programs at sporting events and theater presentations. Electronic media are usually referred to as broadcast media, or radio and television, including cable. Out-of-home media are designed almost exclusively to serve only an advertising function, and include billboards, transit advertising, and posters in public places such as stadiums, airports, and train stations, as well as flying banners (banners towed by airplanes) and skywriting. Direct-mail media are advertisements that are mailed directly to prospects. As technology advances, new forms of media are being discovered every day, such as movie-house advertising and special automatic telephone devices with prerecorded advertising messages. Any single form of communication is known as a *medium*.

# Media (c)

- Plural of *medium*.
- (1) Objects on which data can be stored. These include hard disks, floppy disks, CD-ROMs, and tapes.
- (2) In computer networks, *media* refers to the cables linking workstations together. There are many different types of transmission media, the most popular being twisted-pair wire (normal electrical wire), coaxial cable (the type of cable used for cable television), and fiber optic cable (cables made out of glass).
- (3) The form and technology used to communicate information. Multimedia presentations, for example, combine sound, pictures, and videos, all of which are different types of media.

# Digital Media

- (1) Any storage device that holds digital data. All data generated in a computer are digital.
- (2) Any type of information stored in the computer, including data, voice and video.
- (3) The news from a TV network, newspaper or magazine that is presented on a Web site or blog.

# Multimedia

Information in more than one form. It includes the use of text, audio, graphics, animation and full-motion video.

Multimedia programs are typically games, encyclopedias and training courses on CD-ROM or DVD. However, any application with sound and/or video can be called a multimedia program.