

14.14: Media Elements

Learning Objectives

- Differentiate between traditional and new media elements

As you saw in the example of the Pillsbury™ Bake-off, the firm uses a blend of communication channels, i.e. on-air, on-line, in-home and in-store. Often, these different channels are distinguished as Traditional and New Media. Traditional Media is typically used to describe mass media tools like television, radio, billboards and print (newspaper or magazine). In contrast, New Media typically refers to newer channels that allow for more nuanced targeting, e.g. search, e-mail marketing, social media, etc.

Traditional (or “Old Media”) are broadcast based, meaning that the messages are sent in one-direction only. Further, they are directed toward a mass audience, without the level of focus or segmentation afforded by new media in the information age. For its part, **New Media** is **interactive** and comparatively decentralized. That is, channels like social media allow consumers to engage in two-way communication with firms and their brands. But, even owned .com sites and outbound e-mail campaigns can be optimized so that they have higher resonance with consumers, making them more targeted, relevant and engaging.

For your reference, Traditional Media is considered:

- Television
- Radio
- Print

New Media is considered:

- Internet Search
- Social Media
- E-mail
- Direct Mail
- Telemarketing
- Direct-response, a message transmitted through traditional media communications that requires the reader, viewer, listener or customer to respond directly to the organization (E.g. The Home Shopping Network)
- In-product Communication, i.e. delivery of marketing content directly to a user’s **internet-connected device** or **software application**

Again, note that New Media provides for hyper-targeting and multi-directional communication.

Practice Questions

<https://assessments.lumenlearning.co...sessments/9302>

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