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This book is about technological change within human communication and the media. However, it is not technical but an overview and evaluation of new communication technologies. Roger Fidler demystifies emerging media technologies and provides a structure for understanding their potential influences on the popular forms of mainstream media such as newspapers, magazines, television and radio.

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Understanding New Media 3 An explanation of the structure of the book will follow the discussions of terms and theories concerning the new media. The various chapters that make up the book, the reasons underlying their choice, and their main arguments will be summarized in the third section of this chapter.

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Fidler identifies six principles of media- morphosis – coexistence and coevolution of media forms, gradual metamorphosis of new media forms from old ones, propa- gation of dominant traits in media forms, survival of media forms and enterprises in a changing environment, merits and needs for adopting new media, and de- lays from proof of concept to widespread adoption of new media.

Roger Fidler Mediamorphosis: Understanding New Media*

Understanding New Media remains the perfect guide to the past, present and future of the new media world. It is a vital resource for students across media and communication studies and sociology, and anyone exploring new media, social media or digital media.

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New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” (R. Logan Understanding New Media.) According to Professor Lev Manovich, examples of new media include: websites virtual worlds and virtual reality, multimedia computer games. New Media is something most of use and largely take for granted today....