

## Digital Media Under New Media Economic Paradigm Shift

الإعلام الرقمي في ظل نقلة الأنموذج الاقتصادي الإعلامي الجديد

Ahmad El Saman \*

[a\\_elsaman@hotmail.com](mailto:a_elsaman@hotmail.com)

### Abstract

This paper attempts to explore the impact of the emergence of a new media economic paradigm on the current and future of teaching digital media by using meta-analysis of studies that dealt with this new media economic paradigm and its theoretical and applied repercussions on media, its practice and teaching, the study found a large gap between the two paradigm s. Through this comparison, the paper called for a review of the educational process adopted by mass media colleges in Egypt and the nature of the courses taught.

**Keywords:** Digital Media, New media Economic, Paradigm Shift, Media Schools.

---

\* Associate Professor at the Journalism Department at the Faculty of Mass Media and Communication Technology at Misr University for Science and Technology.

---

(DIGITAL MEDIA ..... ) A.P.DR. AHMED EL-SAMMAN

### ملخص:

تحاول هذه الورقة استكشاف تأثير بروز أنموذج اقتصادي إعلامي جديد على واقع ومستقبل تدريس الإعلام الرقمي في الجامعات المصرية من خلال تحليل مستوى ثان للدراسات التي تناولت هذا الأنموذج الجديد وتداعياته النظرية والتطبيقية على الإعلام وممارسته وتدرسه، ونتائج ذلك، وتوصلت الورقة عبر مقارنة الأنموذج الحالي والأنموذج الجديد إلى حجم القطيعة الكبير بين الأنموذجين، ودعت الورقة من خلال هذه المقارنة إلى إعادة النظر في العملية التعليمية التي تتبناها كليات الإعلام في مصر وطبيعة المقررات التي يتم تدريسها

الكلمات المفتاحية: إعلام رقمي؛ نقلة الأنموذج؛ الأنموذج الاقتصادي الإعلامي الجديد؛ كليات الإعلام.

### **Paradigm Shift:**

The first to use Paradigm Shift was Thomas Kuhn, in his book, “The Structure of Scientific Revolutions” in 1962 (1). Kuhn argued that scientific progress through revolutions was not a linear, cumulative process, but changed by periods of revolutionary change.

New paradigms then ask new questions of old data, move beyond the previous paradigm, change the rules of the game and the “map“ directing new research.

It is worth mentioning that Kuhn challenged the then-prevailing view of scientific progress in which scientific progress was viewed as “development-by-accumulation” of accepted facts and theories.

Kuhn argued for an episodic model referred to as periods of normal science, in which periods of conceptual continuity where there is cumulative progress, were interrupted by periods of revolutionary science. The discovery of ‘anomalies’ during scientific revolutions leads to new paradigms.

### **Media Economics Paradigm Shift:**

Tim Wu argued in his book 2017, “The Attention Merchants”, (2) argued that the dominant paradigm in media economics has shifted from a focus on content to a focus on attention and changing the source of revenue to advertising relying on data mining and target techniques.

The paradigm shift has led to the rise of the following: clickbait, fake news, the erosion of privacy, and ethical implications.

### **Focus of Connections:**

As for Bharat Anand, in his book “The Content Trap” in 2016 (3), the dominant paradigm of this economist has shifted from a focus on content to a focus on connections. The most successful media companies are those that are able to build strong networks of users and partners, rather than those that simply produce high-quality content.

### **Fading of Successful Firms:**

Regarding Clayton Christensen (4), he said in 1997 in his well-known book: “The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail”, that new technologies cause great firms to fail. He applied the concept of paradigm shift to the field of business and innovation.

He also argued that successful companies often become trapped by their own success and are unable to adapt to new technologies or business models that threaten their dominance.

### **Platform-Based Business Models Is a New Paradigm in Media Economics:**

Geoffrey G. Parket, Marshall W. Van Alstyne, and Sangeet Paul Choudary wrote the book, “The Platform Revolution” in 2016 (5). They stated that the rise of platform-based business models, such as Uber, Airbnb, and Amazon represent a new paradigm in media economics. Moreover, they stated that platform-based business models require new forms of regulation and governance. This new paradigm provides opportunities and challenges.

## References

- 1- <https://www.lri.fr/~mbl/Stanford/CS477/papers/Kuhn-SSR-2ndEd.pdf>
- 2- [https://books.google.com.eg/books/about/The\\_Attention\\_Merchants.html?id=JNIBDQAAQBAJ&redir\\_esc=y#:~:text=Over%20the%20last%20century%2C%20few%20times%20or%20spaces](https://books.google.com.eg/books/about/The_Attention_Merchants.html?id=JNIBDQAAQBAJ&redir_esc=y#:~:text=Over%20the%20last%20century%2C%20few%20times%20or%20spaces)
- 3- <https://www.amazon.com/Content-Trap-Strategists-Digital-Change/dp/0812995384>
- 4- <https://www.hbs.edu/faculty/Pages/item.aspx?num=46>
- 5- [https://books.google.com.eg/books/about/Platform\\_Revolution\\_How\\_Networked\\_Market.html?id=Bvd1CQAAQBAJ&redir\\_esc=y](https://books.google.com.eg/books/about/Platform_Revolution_How_Networked_Market.html?id=Bvd1CQAAQBAJ&redir_esc=y)