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New Media, Old News: Journalism and Democracy in the Digital Age. January 2010; ... interrogating the nature of news journalism is one of the most urgent tasks we face in defining the public ...

Media platforms apparently have life spans, and when they're at the end of their peak the brands built around them all seem to do a similar Dance of Death when they refuse to adapt, thrashing out against the sureness of the change with less grace than those who fell before them, rejecting the opportunities present-

ed by new media forms instead of embracing them.

The social media companies themselves promote this myth and like to give the impression that they are open forums facilitating open communication. In reality, the firms are essentially just media companies like CNN, NBC, or the New York Times. Like ordinary media companies they modify and promote content to reflect the firm's preferences.

Van Dijk (2006) introduces a structural component of the distinction between new media and old media stating that the former are structurally different (i.e. two-way) from the latter (i.e. one-way). It is also possible to differentiate between the old and new media focusing on their 'popularity'.

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