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## **INTERNET AS A NEW KIND OF MEDIUM**

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The Internet is one of the youngest and fastest growing media in today's world. Internet growth is still accelerating, which indicates that the Internet has not yet reached its highest expansion period. It should be noted, however, that while the Internet is a completely new kind of medium, by separating it into a distinct category, we are allowing for a certain amount of double counting, because all the Internet-based stock of information is already accounted for under "magnetic" or "tape" categories. Furthermore, one should make clear the distinction between the stock and the flow of information. While web sites and some portion of email messages are being stored and accounted for under different storage categories, there are other "components" known as "Internet," such as Internet Relay Chat (IRC) or Telnet, which exist only as a flow of communication. What makes the Internet extremely successful is that it is one of a handful of media (such as radio and TV), where one unit of storage might generate terabytes of flow, as opposed to books and newspapers, where one exemplar is usually read by one or two people, and the flow of information is relatively low.

There are two groups of World Wide Web content. One, which would be called the "surface" Web is what everybody knows as the "Web," a group that consists of static, publicly available web pages, and which is a relatively small portion of the entire Web. Another group is called the "deep" Web, and it consists of specialized Web-accessible databases and dynamic web sites, which are not widely known by "average" surfers, even though the information available on the "deep" Web is 400 to 550 times larger than the information on the "surface."

Email has become one of the most widespread ways of communication in today's society. Mailing lists can be viewed as a subcategory in email. Distribution of mailboxes has the same pattern as the distribution of web sites.

Usenet is a collection of newsgroups covering any topic. Newsgroups allow users to participate in dialogues and conversations by subscribing free of charge.

IRC, Messaging Services, Telnet mostly represent a flow of information as opposed to the stock. Telnet programmes allow to use personal computer to access a powerful mainframe computer.