

NEW MEDIA, NEW COMMUNICATION, NEW BUSINESS: THE CALL FOR THE USE OF ANIMATIONS, HOLOGRAMS, AND SIMULATIONS FOR TRAINING

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ABSTRACT

The seeming harmonious overlap and convergence of traditional types of media like text, sound, pictures, signs, signals, and motion, all revolving around the computer in digital format as a central gathering and distribution point has become the new media (Mogel, 2000). This new media format has also evolved into the new communication devoting itself to the concerns of new media practitioners. For effective and efficient facilitation of today's business operations, we also have a triad of new media, new communication and new business embracing one another as an enterprise. This enterprise now helps to transform education, science, the performing arts, business, and innovation to harness the capabilities offered by modeling and simulation, animation, holograms, and virtual reality into high-density databases programmed in the latest state of the art computer science and educational technology. How to use this new media, this new communication and this new business to train the workforce are today's concerns for researchers. To examine these issues, we will review literature on the history and the benefits of the media by calculating their Return on Investment (ROI) for this call of operation.