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THE COMMUNICATIONAL TRANSFER FROM ARCHITECTURAL MAGAZINES TO WEBZINES AS ONE OF THE CONSEQUENCES OF THE INFORMATION TECHNOLOGY
(A COMPARATIVE ANALYSIS)

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ABSTRACT:The contribution made to architecture by the constant development of information technology can be summarized in three aspects; revolutionizing the techniques of representation, the full exploration of space, and the interaction and communication in the architectural field of which the evolution of digital magazines was one of the most significant outcome.

Digital architectural magazines or webzines started in 1995 and have since been increasing in number and progressing thus representing a radical advancement in exchanging information through models, images and video.

1. INTRODUCTION

The constant development of information technology has had an enormous effect on

several aspects of architecture as the revolutionising of the traditional techniques of representation; the spatial penetration and exploration of space which is considered as an active system that through technological progress is able to change , adapt, and interact establishing active relations; interaction around which everyday life will rotate for the years; and communication and information in the sphere of architecture. Some argue that despite the fact that each new medium builds upon and extends the previous medium, print is now merely a residual epistemology, and it will remain so aided to some extent by the computer, and newspapers, and magazines that are made to look like television screens [1].

Internet was a radical revolution in the way of exchanging information and communicating through text, models, images and video and with the development of the internet we have seen the spread of online magazines known as 'e-zines' or 'webzines'.E-zines can be generally considered as representing the transformation of a printed medium, the magazine, into a purely digital-electronic medium the internet, some argue however that e-zines find it hard to escape the gravitational pull of the traditional print magazine [2]. So, like print magazines, they have a contents page, features and may be advertising while harnessing all what the internet offers. But they have the look of the print magazine with all the added advantages of the web, where the reader can read an article while experiencing a whole range of multimedia possibilities. It provides functionality not available with print; rich searching, alternative browsing, enhanced printing facilities, automated translation, annotation and notification. It would be accurate then to describe the digital age as a 'multimodal 'culture, which is the notion used to describe texts made up of many different semiotic modes , such as language , image, text, sound and movement[3].

Online publishing has been around for about ten years, ever since people started putting their text files on the internet in an attempt to increase accessibility to a wider audience and worldwide, reduction of cost, increase functionality in searching, links, interactivity and annotations, also seeking fewer limits on article sizes, and progressive images. As for architectural webzines the first digital magazine sites to open was around 1995 ,the list has increased ever since to reach 114 constantly expanding main webzines dedicated to architecture on the net with increasing quality of content and graphics.

The paper is meant to provide an idea of the differences between the two publishing media through a comparative analysis between online webzines and paper-based magazines in terms of cultural penetration, interactivity, communication, themes, generations involved, criticism , reaching targeted audience, time &costs, profit, editing, publishers' capabilities, standards, and submissions. And then an attempt was made to evaluate the local situation.

2. COMPARATIVE ANALYSIS:

	Paper Based Magazines	*Digital Magazines(Webzines)*
2.1. Cultural penetration	In contact with the reader on A monthly –two monthly – Quarterly basis.	Direct active everyday contact Providing latest news,developments, images and videos, close and constant relationship with readers.
2.2. Interactivity	Interaction limited by the restricted editorial space, Not always open to contributions from outside.	Can offer direct immediate free and more democratic interaction generating an atmosphere of discussion, debate and criticism [4].
2.3. Communication	Transmitting filtered observation and opinions from few suppliers of information to millions of listeners or viewers.	The internet is the first technological medium to make communication among a large circle of readers.
2.4. Themes	Lately some of them publish monographic issues, examining a specific architect, city, issue thus tending towards the book form.	Multi-themed through a rich flow of open issues, events, and virtual knowledge.
2.5. Generations Involved	All generations.	Many of the best –known architectural webzines are in fact made and directed by recently qualified architects and often by students as an expression of young people's passion and interest (Fig.1). (Reminding us of the lack of initiation and the way the Egyptian architecture student is unprepared for such a step being treated as mere receiver of information).

Figure1: An example of an Italian students' architectural webzine.

2.6. Criticism	Often created different and conflicting streams of thought and develop stimuli and issues capable of influencing whole generations of architects.	Although the large amount of information that can give critics a wider scope, it is still unknown If operation of such cultural breadth can be created online and be capable of guiding the present generation .That cannot be attained except if the web does not become a multi-purpose container avoiding critical approaches. Also that depends on the level of digital literacy of the contemporary generation of architectural critics in consideration that in the digital age, common forms of literacy are computer and hypertext literacy which involves the ability to understand and use the internet and Electronically word process.
2.7. Reaching targeted audience	Places the issues in the hands of the magazines' audience. People still seem to like the look and feel of print magazines, and often complain that they dislike reading from a computer screen. Print magazines may contain extensive text and interviews that people will not enjoy	One can only direct someone to a site, to sit down in front of the computer, looking up the publication and reading from it. Although the number of people logging into a site can be easily counted (an externally –hosted Web statistical services such as Nedstat can provide this with minimal work from the publisher), No substantial readership can be

	reading on the web.	guaranteed. Quality online is a matter of keeping the reader's attention by breaking up and manipulating text. It is more difficult to determine the readership in online publications, you cannot know the demographics of readers as easily as with print .There were attempts to overcome this by sticking to subscriptions but readership went down as readers can often try and get information elsewhere free on the internet.
2.8. Time and Costs	In print , there is potential to make money but a lot of time would be spent focusing to accomplish that, meeting deadlines in print means dealing with content as well as advertising .Not only does the writing and editing take time, but time must also be allotted for the printer. Printing costs are significantly higher because of actual paper and printing costs, printing extra copies that goes to warehouse and pulped [5].	More time will be given for content and less time worrying about advertising sales as advertisers are unlikely to pay to have banner on webzines also deadlines is self imposed. And although there are no or few distribution costs for online publishing, it takes some marketing to get people to the site .Publication should be registered with as many search engines as possible which entails a cost, regular attention should be given to new search engines .Therefore, while marketing and distribution might be cheaper for webzines, it costs in terms of labour and time.
2.9. Profit	Profit is mainly dependent on advertising and then sales.	Online, profit is provided through subscriptions and advertising on later stages, after proving successful, most of the work will be provided for free.
2.10. Editing	With a text that must be finalized by the printing press on paper, the final product is relatively	There is a much greater amount of ease in editing, the most part editing occurs before the new issue goes on time, there is no final product and

	unchangeable; deadlines are created, met and taken to press.	Any correction can be made to the file and updated on the web and current events can easily be updated and made readily available at a moment's notice. Also text can be added to previously published articles, without changing the content of his original article.
2.11. Publishers capabilities	Have the advantage of making a creative design with regards fonts, photos, layout and overall Size of the publication.	Not necessarily so easy since they are limited by the technological limitations of the users screen and memory capacity.
2.12. Standards	Print editors and publishers are held to a tighter standard, thus printing only what is worthwhile.	Apart from trustworthy respectful well known webzines, the fact remains that anyone can put anything on the web. Because online publishing is a fairly new field, there are not even any set standards for a quality layout format. There has been very little usability testing done on what readers like, so while content might be great, your layout could chase the readers away and vice versa. There are still on standards to rely on.
2.13. Submissions		Submissions are difficult to tackle on online publishing, fear of plagiarism as well as copyright problems. Copyright laws for the Internet have not been firmly established yet, and because the internet was created with the intention of sharing free information, it is not easy to enact and to get users to abide by.

3. LOCAL SITUATION

The Egyptian experience in publications and media in the last century can be briefed as follows: The first architectural magazine, entitled Architecture Magazine, was published privately in 1939 , this periodical had ten issues per year, it was closed in 1959 due to political problems with a total number of 67 issues .In 1945, the Egyptian Engineering Syndicate published the Engineers Magazine which is still published until now , but unfortunately the architectural subjects addressed are very limited. In 1980, the Architecture Society published the Architectural Magazine which did not last more than 10 years; Alam Al Benaa Magazine was first issued in 1980, addressing the architects and students of architecture in Egypt and the Arab World. The number of issues was 216 when it stopped in 1999 due for financial reasons. Another effort was made to publish the architectural magazine Medina, it was first issued on 1998 and stopped in 2001 and the number of issues was 21. Nowadays, we have no significant architectural magazine and in spite of the importance and the benefits of making use of the electronic media and digital technology, it needs access to internet and good command of English language. Therefore it is still too early to tell if print will be subsumed by digital –electronic media.

4. CONCLUSION

Trying to predict the consequences of this fast and continuous process .Young architects and students are actively involved in this type of communication .Webzines are initiating a rapid generational change and accelerated enriching of the
Architectural culture (information, texts, projects and essays). Digital –electronic media is still new and people using it are still in the stages of trial and error. The continually expanding range of print magazines is sound evidence that the digital-electronic age has not overthrown the print tradition. Developments in various media technologies have actually had reinforced the presence of print culture rather than replacing it .Paper –based magazines started cyberspace versions to keep up with the demand for updates and online communities revelled din the cost savings t be found in cyberspace., no postage rates or paper bills to worry about.
As wired as the world is today, people find relief, in turning pages the old way. Advertisers too, still have a soft spot for print, People are more engaged reading magazines than they are online, therefore sticking exclusively to online world leave too many ad dollars at stake. As to publishers they find the physical presence of paper brings credibility even in an age when going paperless is a virtue. Any online – only magazine is missing out on a lot of readers. According to researcher insight Express LLC, 68% of consumes don't read any magazines online. Of that group, 54% say they shun them because they're inconvenient, while 47%say they don't like banner ads and pop-ups [6]. Internet will not probably take the place of printed magazines; each will retain its own place.

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