MEDIA AS A PODIUM OF COMMUNICATION

Kashyapee Das
Research Scholar, Department of Communication & Journalism,
Gauhati University, Guwahati, Assam, India.

COMMUNICATION: A CONCEPTUAL STUDY

Communication is a process of connecting between two different objects or things. Communication is a learned skill which efficiently functions to manage any organizations or platform. Without the process of communication, it is very difficult to build the bridge of expressions or imparting any language instructions.

Communis' is a Latin term from which the word communication has been developed. 'Communis' means common. Thus it can be inferred that communication means sharing of ideas or expression in common parlance (with others). Communication means mutual sharing of information's ideas, facts, expressions, emotions etc. between two different objects (it may be between two different persons, organizations, etc.) to create a common ground of understanding.

Communication involves the process of transmitting any information from one person to another. The process of communication involves two objects, on the one hand, the sender who delivers, and on the other hand the receiver who receives the information. The message or information developed by the sender is transmitted to the receiver through a medium. Communication enables to achieve the purpose of common understanding between the sender and the receiver.

Among the scientific inventions that helped profound transformation of society and change in human behaviour are the communication technologies. So with advent of any new communication technology there is always a huge criticism before it is commissioned for public use and continues to remain under criticism till a new communication era is opened up by another new technology.

Such criticism is not any back pull to turn it down, rather vital to determine the mode of use of the media that this new technology proposes. That means an ethical use of the emerging or running media is ensured. In a report, 'Mass media in society: The need of research', in 1970 UNESCO made a point clear that developing countries needed much research on mass media.[1]

Many researches were undertaken by the developed countries on mass media and on the related issues and by the developing countries as well.

HISTORICAL EVOLUTION OF COMMUNICATION

In fact, the history of communication is the reflection of-changing relationship with time and space.[2] Not only in respect of personal communication or in respect of relation, SNS has proved itself as a new tool of communication in large scale, in an immediate interactive as well as effective manner.

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[1] Mass Media in Society: the need of research, as retrieved from https//unesdoc.unesco.org>images
[2] Graham, M.,& Young S (2012).Media convergence networked digital media in everyday life. Basingstoke: Palgrave Macmillan

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Communication as a medium of sharing ideas and expressions has evolved over a period of time and gradually developed through various stages. The early civilization used to communicate with help of tools and instruments like Ram's horn, Smoke signals and Drum beats. During the middle ages people also used the exception idea of transmitting messages to far place with the help of homing tamed pigeons.

History has evidenced use of different techniques to transmit messages to reach of different peoples. In this contemporary, the tools and instruments been used give rise to different mode of communications. For example, communication is often available by means of pressing a button (calling someone by phone, messaging via phone or typing a letter on computer and sending via internet or switching on television or the radio).

Efficient communication system has been developed in this modern contemporary world with effective transmission from the sender to the receiver at a very short span of time and energy. In the early ages, gestures, the development of languages and the need for interaction with others contributed towards modern day method of expression.[3] During the very early ages people used to draws the pictures of animals and humans and also carved out on stones and concrete surfaces their ways of life's which paved the way to the modern civilizations with the idea of their practiced customs and traditions.

In the modern contemporary world, with the help of multimedia tools and instruments like cellular phones, computers, television, radios, print media, it is very easy to impart information's to the mass people from a single source. The process of imparting or exchanging information's on a large scale to a wide range of people is called mass communication.

Thus, with the development of technology oriented tools information's can be transmitted from one corner to the other corner covering wide range of people at a very short span of time. With the development of computer technology, internet plays a crucial role in sharing of information's all around the people. The communication made through this virtual world ultimately giving reflect to the sharing of expressions and emotions in the real world.

MEDIA: NEW *AVTAR* OF COMMUNICATION

The development of media as the instrument of transmitting information to mass people has played a crucial role in the effective modes of communication. Medias are the communication tools or outlets which either store or disseminate information per expressions to a large section of the people. The different kinds of media are print media, video media or the audio media, which are associated with mass people acquainted with the collection of information's. The term media has been defined as "one of the means or channels of general communications in society as newspapers, radio, television."[4]

The last century revolutionary development in the field of telecommunications has emphatically altered the route of communication by enabling new facets of medium to reach the mass people. The long distance communication system which includes the medium of radio, television, phones and digital communications like computer networks(internet)has made the different in the mode of communications. These mediums have made a change of phase in the communication of peoples to peoples reach.

The facets of electronic computerized medium such as Skype, WhatsApp, Facebook, Twitter, etc., have enabled people from one world connecting directly with the people of another world, thus paved the way for new communication tools. These new dimensions of communication tools thus enhanced peoples to peoples reach creating new virtual world communities.

The rapid pace in communication and inter linkages in technology which made the lives of every human not only easy but adaptable to the change of forces within the society.[5]

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[3] Retrieved from https://www.richardorego.files.com,as accessed on June 1 2018.
[4] Retrieved from https://www.dictionary.com., as accessed on June 1,2018
[5] Assam:Cybercrime spiking in the state, as retrieved from https://www.google.com/search_cybercrime_in_assam
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MASS MEDIA

Mass communication involves the communication with the mass audiences and hence we call mass communication.[6] Communication involves different aspects, for example, when we think something, it is intrapersonal communication, when we make a face to face conversation with others, it is called interpersonal communication, and again, when there are public lectures in a meeting, colleges, or other platform, the aspect communication is called a group communication. But at the same time another aspect of communication where from one source, information or messages can be transmitted or rich to mass people with help of tools like radio, TV, phone and electronic computerized networks medium.

These medium where we watched, read, viewed, listen or searched can be acquainted with different information's and expressions. These would be regarded as mass communication, where messages disseminate to the mass people at one single time from different mediums. Mass Communication is defined as "Any mechanical device that multiplies messages and takes it to a large number of people simultaneously. These mode of communication are unique from other aspects of communication as it plays a crucial role in the development of mode of communication."

Mass media is a diverse collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place includes are variety of outlets –

- Print media transmit information via physical objects, such as books, comics, magazines, newspapers or pamphlets. [7]
- Broadcasting media transmits information electronically, via such media as film, radio, recorded music or television.[8]
- Digital media comprises both internet and mobile mass communication. It comprises services as email, social media, websites and internet based other applications.

Shirky has pointed out that broadcast media is very effective in creating a large number or group of audience, whereas telephone or personal communication in facilitating conversation as well as impact.[9]

COMMUNICATION IN NETWORK BASED SOCIETY AND SOCIAL NETWORKING SITES: A STUDY

Digital natives see technologies as logical extension traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact. Communication is this techno savvy society is much more based on individual rather than geographical community or any ethnical community. This characteristic which is present in the social networking site helps itself to strengthen the social capital and participation of mass from different layers of the society.[10]

Chen and Ding(2009)[11] argue that the mode of communication in social media can be defined as amalgamation of three layers:- interpersonal relations, social relations and cultural relations.

However, later on they clarified that social media is not an interpersonal relation, rather can well be designated as social relations. This is because online relations are established on social clues instead of those on an interpersonal basis.[12]

Social Networking sites have now become an effective medium to facilitate a relation in the initial stage of relation formation, and after commitment involve family persons. However, we cannot

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[6] Mass Communication Concepts and Process, retrieved from https://www.nraismc.com, accessed on June 4,2018
[7] https://en.m.wikipedia.org/wiki/Mass_media
[8] ibid
[9] Shirky, C. (2003), Social software and politics of groups. Clay Shirky's writing about the internet, 9 March retrieved from https://www.shirky.com/writing/group_politics.html, accessed 1 November 2010
[10] Chen, X., & Ding, G.(2009).New media as relations. Chinese Journal of Commmunication,2(3),367-379
[11] ibid
[12] ibid

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deny the emergence of new type of addition disorder, after drugs and alcohol addiction, i.e. Internet addiction and most specifically Facebook addiction.

The addiction is so harsh that people immersed in the virtual life, forgetting the entire physical world around them. One of such instance is in case of Aishwarya S. Dahiwal, a college goer in Maharashtra, who committed suicide. In her suicide note, she wrote:

"I don't want to live in a house where there are such restrictions. Using Facebook is not a crime. It is a normal thing. But my parents think it's a big issue and that's their problem. That's why I am committing suicide"[13]

Another instance to mention is that of a 40years old lawyer, who hanged himself on 8 August, 2014, in Kerela ,Indian. Before commission he announced on Facebook about this killer decision, but unfortunately and ironically nobody took it seriously and this post was flooded with 'Likes'[14]

Criminal activities in Social Networking sites (SNSs) have taken its gravest form. The way of communication in SNS, among Indian youth, is most alerting. Most of Indian youth use SNS at night secretly, they interact with the opposite sex and are found frustrated in the absence of SNS.[15]Even sometimes, they ignore their scheduled work due to excessive addiction of SNS. Cyber frustration and addiction are not a hype but reality in India.[16]

[13] Nanda, S.T.(2014,September 14), 'Click for a like, kick for a life', The Week,32(37),42-49

[14] Nanda, S.T.(2014,September 14), 'Click for a like, kick for a life', The Week,32(37),42-49

[15] Malhotra, R.B., & Mahakud, G.C.(2014).A qualitative analysis of social networking usage. International Journal http://www.ijrdh.com/files/6%20%20social%20networking%20-%20psychiatry.pdf

[16] Supra14

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