

Media and Its Real Effects; Everywhere



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Abstract

The singular form of media i.e. medium is defined as “one of the means or channels of general communication, entertainment or information in society, as newspapers, radio, or television.” Teachers, parents, carers and medical professionals are expressing concern about the effects of media on everyone all over the world. Today’s kids are surrounded by media in all its forms and the effects of long-term exposure can be life-changing. The most striking differences between media use in youth and kids are invariably linked to maturity and development. Overexposure can have a detrimental effect on diet, emotional development, and social interaction. In some cases, media use can also lead to various process addictions such as addiction to social networking, gaming or gambling.

New media is an umbrella-term which includes different technologies. The internet is arguably one of the most effective tools in media for communication tools such as e-mail, Facebook and skype, have brought people closer together and created a new Online community. Children are encouraged to use media tools in schools, nowadays. They are expected to have a general understanding of the various technologies available. Therefore, media is an important source of communication. Social media is being used in ways that shape business, careers, education, innovation, politics, world culture, and more. We, as a part of the information age, are exposed to different kinds of media. The purpose of this paper is to show the real effects of media everywhere.

Keywords: Internet, Media, Technology, Entertainment, Communication, Education.

Introduction

In general, Media can be described in a simple way, like the book was good, the story of the film was sad, or the Internet is informative. We can define media as:

1. Communication channels through which education, entertainment, data, news, or promotional messages are disseminated. Media includes every narrowcasting and broadcasting medium such as billboards, newspapers, magazines, radio, TV, telephone, fax, mail and internet.
2. Data storage material divided into three broad categories according to the recording method:
 - (i) Magnetic means disks, diskettes, tape
 - (ii) Optical means microfiche
 - (iii) Magneto-Optical like CDs and DVDs

The Canadian communications theorist Marshall McLuhan used term media first time, who stated in Counterblast (1954) in its modern application relating to communication channels: “The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists, because they are art forms.” By the mid-1960s, the term had spread to general use in North America and the United Kingdom. According to H. L. Mencken, the phrase “mass media” was, used as early as 1923 in the United States.

A board-certified child and adolescent psychiatrist, Dr. Sarah Vinson, says that media continues to consume an ever-growing part of people’s lives. According to him “With 24-hour news channels, phones, the Internet, and television, young people are simply trying to figure out how they fit into this world, and they look to media for the answer.” Dr. Vinson continues, “This, however, is the new normal. Young people grew up with all of this, and parents are trying to catch up. Even so, we need to limit screen-time, especially if it is filling a void for the child or interfering with face-to-face conversations.”

Our life is full of mass media, today. We start our day with a newspaper delivered to us with our morning cup of tea. Advertisements on

both radio and TV are sandwiched between news items and songs as the case may be. These advertisements try to influence our minds about what we should buy, eat, drink, wear in general. Over the last decade, some elements affected society as a whole from a technical standpoint.

The advancement of Smartphone technology in such a short time is certainly impressive. However, the impact of social media, while intertwined with the Smartphone is something that made even more of an impression. It is easy to see the happenings on the other side of the world, through the accounts of real people rather than filtered news channels. Twitter and facebook are important to help people keep in contact and updated.

Objective of the Study

The objectives of the paper are to contribute the knowledge about the effects of media exposure, educate and bring awareness to people on new laws and policies, better understanding of media effects everywhere, the positive relationship between social comparison and internalization.

Social Media

Basically Social media means any communication or sharing of information on internet which occurs through the medium of mobile, computer or tablet. Social media is the platform to share ideas, content, information and news etc. in one click. Some studies suggested that mostly people get their information or news from social media. The pace of change is accelerating. For example, in shaping the impact of social media, the development of mobile technology has played an important role.

Social media differ from paper-based media (e.g. magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality, interactivity, usability, immediacy, and performance. The online world has been changing continuously over the last few years. Many companies developed the most popular websites of social media like facebook, facebook messenger, Youtube, Twitter, LinkedIn, Instagram, Tieba, LINE etc. The power of social media is very high and has its effects everywhere.

Electronic Media

Electronic media is a category of media through which one can spread information or communicate to a mass with the help of electronic devices and digital means. The common communications are Analog telecommunications and Digital telecommunications. Electronic media now comes in the forms of cell phones, mp3 players, tablets, desktops, laptops, DVDs, game systems, radios, and television. The spiky in electronic media really started to grow in 2007 when the release of the first iPhone came out. Earlier, there were multimedia, once only a piece of software (application software) used to play audio (sound) and video (the visual object with or without sound). This type of hard disc is becoming increasingly smaller in size.

The latest inclusion in the field is magnetic media (magnetic stripe) whose application is common in the fastest-growing information technology field.

Modern-day IT media is commonly used in the banking sector and by the Income Tax Department for the purpose of providing the easiest and fastest possible services to consumers. The main features of these types of media are prepared unrecorded (blank form), and data is normally stored at a later stage as per the requirement of its user or consumer.

Advantages of Electronic Media

1. Overcome all the disabilities of Print media, reach is increased and more people can be communicated.
2. Opened the door for the latest form of media: Digital media, paved its way through Electronic media, getting a new concept for the world.

The Effects of Media

Individuals and Social Groups felt the effects of Media on:

Politics

Different news providers provide the coverage of politics in different styles like the New York Times reports that "The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet; social networks are helping to fundamentally rewire human society".

Society

Maximum persons are now on Facebook. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues. The impact of this new media on society is varied in both positive and negative outlooks. Internet makes everyone a publisher and everyone a librarian, in that anyone can both produce and retrieve an unprecedented amount of information.

Commerce

Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help to create more highly skilled and knowledgeable workers. When products attract a lot of shares, it can reinforce sales. But when the reverse is true, customers begin to distrust the product and the company.

The World of Work

Job seekers can be targeted from followers or supporters of the brand. Social media is helpful for society growth and many businesses. Nowadays employers are using Social media platforms like LinkedIn for recruitment.

Training and Development

In many educational institutions, Common tools for learning are Facebook, Blogs, Twitter, Wikis, LinkedIn and Podcasts now. Media has contributed to the increase in long-distance online learning. Job candidates who develop skills on the latest and most advanced, media techniques are far more employable.

Personal Relationships

The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to each other, have an intimate bond and frequently interact face to face.

The expanding field of media and communications psychology combines the

established disciplines in a new way. The methodology of communication although has changed and dispersed in numerous directions based on the source of its socio-cultural impact.

Conclusion

Media has made major contributions to our society for its further development in the last decade. Media continues to tap in the areas like advocacy, business, entertainment; science etc. Media influences our interpretation of information, our development, and our differences. The advertisements on TV and radio even remind us about diseases like AIDS, polio drops, inform us about forthcoming films and motivate our thinking in a fine manner.

With the help of media, we develop technologies to communicate, connect, interact, discuss, and discover new things. We check our messages and e-mails after some duration to update ourselves. If educational media do not replace homework or healthy activities, its content and age-based entertainment will be positive for children and their families. Media experts also recognize that there is a revolution in media industry everywhere in the world brought by new media technology or convergent media that changes the way of communication in society.

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