



USE OF TECHNOLOGY IN MEDIA

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Abstract:

In Today's modern world, technology is getting advanced day by day. Due to which our life has become easier. Media and technology are interrelated with each other. Media are channels which are used to transmit information or by which communication takes place. Technology refers to all the tools or devices used in our daily life. These devices are the result of advancement of science and technology. Change in information technology had made the information process speedy. News and information can be sent or shared in a flash of time to any corner of the world. Before, when printing press was not invented at that time newspapers were produced in handwritten form. Now because of new technology, online newspapers are also available. Advertising Industry has also changed due to technological advancement. As it is the age of information technology, the technology has brought a dramatic change in every field especially in the field of mass media.

Keywords: Media, Technology, Information, Communication, Advance.

Introduction:

Rationale of the Study:

Media are channels for Information that is transmitted or which helps the communication to take place. Technology is the application of Scientific Knowledge to fulfil the practical aims in human life. Technology creates Media. Technology plays a big role in making the mass media more accessible to the people. Technology makes communication easier, quicker, and more efficient. Mass Media techniques such as televisions, radio, newspapers, journals, etc. help us to reach out to millions of people because of technologies which are used by them. Advertisement is also impacted by the changes with technology. New means of mass media enables the consumers to bypass traditional advertising fields and makes companies to be more innovative and gain expertise to appeal to the attention of millions. Technology speeds up the communication between people, and it provides various convenience to communicate such as Email, Chat

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messengers, Video calls, social media, Video conferencing, Videos, Images, Diagrams, Symbols, Charts etc.

Information Technology (IT) has changed the way of communication and connection with the world in almost all areas. It includes the rapid changes and upgrades of technologies into the fields of telecommunications and related technologies, cable television, fibre optics, satellites, compact disk, video cassettes, computerized Image, and other computer and digital technology and many more. Therefore, Information Technology has brought drastic change in the field of mass media industry. Means of communication has been changed in the recent past because of technological advancement. The medium of communication has been changed and also it has become innovative. Latest Media such as television, computers, laptops, iPad are called Electronic Media. Fibre optics in the television and satellite technologies has introduced new products which are used in media and media transmission of variety of programs. Talking about the Electronic media, Now-a-days most news are read and spread electronically and same are the advertisements. Electronic media makes communication easier for the people to communicate or connect with each other only because of this media facility. It is the media which transmit information via electronic means to the audience. The mass media are the technology which was created with the intension to reach the large number of audiences through mass communications. The print media also circulates its information to a large number of the people across the globe.

Objective of the Study:

- 1.To know the meaning of technology and media
2. To review the impact of technology in media
3. To understand the use of technology
4. To understand new media
5. To understand social media

Research Methodology:

For this research paper, secondary data has been referred and on the basis of conversations with college students, the article has been written. It i9s on the

basis of observational methods, the topic is analyzed. Everyday we watch movies and spend time in front of TV etc. which has been used as a practical method of learning about media in everyday life.

Review of Literature:

1. The research is done with the help of following article related to the topic.
2. By Prabhjeet Bhatla December 17, 2020 How Social Media Is Changing Technology.
3. Abraham Das May 2020, IMPACT OF DIGITAL MEDIA ON SOCIETY.
4. Ruth A. Harper 2010, The Social Media Revolution: Exploring the Impact on Journalism and News Media Organizations

The Pre 21st Century Of Mass Media:

The pre 21st century Mass Media is classified as Indigenous and traditional since it does not “*Incorporate Information Technology*” into its operation. It will be classified as Indigenous because of media which was used by society and to enhance the self-pride of indigenous people. In the earlier days, humans had intimate connect, through self-representation, indigenous people through folk tales, closeness with community and society acquire a collective memory. One of the techniques of an indigenous media is the Aboriginal Peoples Television Network (APTN).

The traditional media ways of mass media include newspapers, magazines, Books, Movies, radio, television, telegrams and postage which were used to send out information to the audience. *‘I still remember the time when the movie shows in Malgudi days were the post master, and postman would occupy an important place to share news of a family member or a distant relative’*. Since many years, this traditional media has been used in Advertising, Sales promotion, Public relations and Direct marketing by people using speakers on bicycle and hand-driven carts. Even election announcement was done in a most simple way and there are still many people who are using this traditional media, as many elders are not everyone is used to this World Wide Web. But way before the classifications of these two-mass media *‘indigenous and traditional media’*, there were other means of local, religious and cultural mass media for communication. We would often find ballads, tamasha, magic shows, circus mythological place which were often moving from village to village and cities to

cities. This broadcast was also done for a smaller group of people but was very popular. Both the kids and elders would enjoy such mass gatherings together and the women folk of the house would talk about it and wait for the next occasion. We even found that whenever a national leader would ask the people to come together to fight against the British tyranny, many people would run on foot to spread messages on national freedom movements. Many a times the visit to pilgrimages or attending a wedding would also be a way to communicate. Often the nears and dears would visit each other during festive seasons, stay with each other for longer time.

Impact of Information Technology in Mass Media:

Due to technological advancement involved in the transmission, the mass media has seen a lot of improvement. Information Technology has been an immense help in the development of mass media, as it invents technologies which uses the internet. In the field of mass media there is great role of Internet as it is used for many processes like delivering of news and information, publishing, broadcasting, digital conversations etc. Before, it was very common that lot of time was Consumed to prepare news, videos, bulletin etc. but now due to technological advancement it can be done in a short span. Invention of Mobile phone has made mass media to get lot more information from the people without using the traditional way. It had made life much more on going and easy. When computer had started to store the information, it was the best thing for human development. Before, the storage material like cassettes, CD's etc were not able to store large quantities of information and also it last for short time. Now the trend has been changed. You can now store all your information in the computer even for the longer period of time. Talking about the advertising agencies, Information technology has developed the advertising processes. Advertising agencies depends on Information Technology for increasing their productivity as it can easily share the information to the customer or clients with the help of research from the internet. If the organization do not have enough capital to set up their own advertisement on products and services of their client it can be easily done with cheaper broadcast.

The New Media and Social Media:

Information technology has helped with new media and social media. New media basically includes social networks, it is a technological advancement which allow people or group of people or the companies to connect and share information within short span of time. Social network form includes the companies such as Facebook, snapchat, and Instagram. Social media means the use of web as an interactive medium of communication, mainly with a huge number of audiences. New social media has largely benefited businesses. Social media helps the businesses to communicate with the customer in real-time and can respond to issue quickly as compared to manual system. This social media as well as the new media provide young people with lots of benefits and opportunities in various ways. Social media helps people to stay connected with each other.

Conclusion:

Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc. that is presented on a Web site or blog can fall into this category. Most digital media are based on translating analog data into digital data. The Internet began to grow when text was put onto the Internet instead of stored on papers as it was previously. Soon after text was put onto computers images followed, then came audio and video onto the Internet. Digital media has come a long way in the few short years to become as we know it today and it continues to grow. It has entered in all fields of everyday life and its role in media is very commendable.

In this world of globalization, Mass media and Technology both play an important role in our life. Mass media has many advantages to communicate with large number of people anywhere around the globe. Obviously, information technology has made the transmission much easier and faster. Information technology has made mass media more interactive than before. Therefore, it is said that Information technology plays a huge role in the development of mass media.

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