



# Role of Multimedia in Mass Communication

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## Abstract

It is an established fact that the multimedia is playing a very significant and vital role in mass communication. This area is considerably affected by multimedia now a days. Various multimedia like internet, Video Games, Cell Phones etc. are considerably affecting the field of mass communication.

It is an established fact that media plays an important and viable role in mass communication. In the world of today, media has become as necessary as food and clothing. It has played significant role in strengthening the society. Media is considered as "mirror" of the modern society, in fact ,it is the media which shapes our lives.

The purpose of the media is to inform people about current new affairs and to tell about the latest gossip and fashion. It tells about the people who are geographically divided.

The role of media has become one way of trading and marketing of products and prejudices. The media claimed to be governed by righteousness and equity, but greed and self-aggrandizement has poisoned its virtues.

Media is in charge of:

- 1 Information
- 2 Education
- 3 Entertainment
- 4 Advertising
- 5 Correlation of Parts of Society

Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make



judgments regarding various issues! It is the media which keeps the people updated and informed about what is happening around them and the world. Everyone can draw something from it.

Media has had a bad effect on a generation, mainly because, youth is strongly influenced by media. Teenagers and children wish to follow the people, who get recognized and do what they do to get noticed. Sometimes, they focus on bad part of the media and strive to be a part of it. However, many are not succumbed to a life of crime!

These are the things which get into Young civilian minds!

The media affects people's perspective. Too much intervention of media in everything is a matter of concern. Media can be considered as "watch dog" of political democracy. Through the ages the emphasis of media on news has camouflaged. Media these days, tries to eye the news which could help them to sell the information that is gathered worldwide, so that they could pave a way of success and fame of their respective channels. Fm radios, newspapers, information found on net and television are

the mass medias that serve to reduce the communication gap between the audience, viewers and the media world. For the sake of publicity and selling, important figures, their lifestyles are usually targeted. Unimportant and irrelevant news, that usually have no importance are given priority and due to a reason or the other, they get onto the minds of the viewers and in this ways many a times, important political, economical and sociological news get neglected and gradually, lose their importance. Ingrid Volkmer says in the connection: "This trend of globalized public sphere is not only as a geographical expansion from a nation to worldwide, but also changes the relationship between the media and technology"<sup>1</sup>

Now the question arises what you mean by electronic media. Electronic media are media that use electronic or electrochemical energy to access the content to the audience. Here we get a distinction between the static media namely print media which is frequent in use as it does not need any electronic devise to be accessed by the user in the printed form. The most frequently used forms of electronic media are video recordings, multimedia presentations, slide



presentations etc. It is a fact that electronic media may be in either analogue electronics data or digital electronic data format. Martin Lister says in this context:” this, however, is still distinct from stating that societal changes are instigated by technological development”<sup>2</sup>

There is no doubt in denying the fact that any equipment used in electronic communication process ,e.g. television, radio, telephone, desktop computer, and handheld devices may also be considered as electronic media.

Electronic media is enjoying broader use every day and with an ever-increasing number of electronic devices continually being made, media consumption and technology use is increasingly being seen as a time consuming act that distracts youth from interacting personally with friends and family through face-to-face contact. Social disengagement is evident which can be associated with poor quality of life both physically and mentally. Wellman found that “33% of Internet users said that the Internet had improved their connections to friends ‘a lot’, and 23% said it had increased the quality of their communication with

family members by a similar amount. Young people in particular took advantage of the social side of the Internet. Nearly half (49%) of the 18- to 29-year-olds said that the Internet had improved their connections to friends a lot. On the other hand, 19% of employed Internet users said that the Internet had increased the amount of time they spent working in home” (Lee, Leung, Lo, Xiong, & Wu p. 377 & 378). Electronic media now comes in the forms tablets, laptops, desktops, cell phones, mp3 players, DVDs, game systems, radios, and television. Technology has spiked to record highs within the last decade, thus changing the dynamic of communication. The meaning of electronic media, as it is known in various spheres, has changed with the passage of time. The term media has achieved a broader meaning nowadays as compared to that given it a decade ago. Earlier, there was multimedia, once only a piece of software (application software) used to play audio (sound) and video (visual object with or without sound). Following this, it was CD (Compact Disc) and DVD (Digital Versatile Disc), then camera of 3G (Third Generation) applications in the field. In modern terms, the media includes all the software which are used in PC (Computer) or Laptop or



Mobile Phone installed for normal or better performance of the system; today, however, hard discs (used to increase the installation capacity of data) of computer is an example of electronic media. 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 the consumers. In this magnetic strip account information linking to all the data relating to a particular consumer is stored. Credit card, Debit card, ATM card, High end travel card are comprised within the term Media as it is known today. 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.

Electronic Media's Advantages: Immediacy  
Electronic media's chief advantage is its immediacy, as autocratic Middle Eastern rulers learned too late during the "Arab

Spring" of 2010. Reports from satellite networks like Al Jazeera made it impossible for authoritarian regimes in Egypt and Tunisia to silence the truth, author-journalist Lawrence Pintak stated in a speech covered by Washington State University's student newspaper "The Columbian." Using mediums beyond government control, like social media networks, the younger, technically literate opposition was able to plot strategy and coordinate mass protests. Another big advantages of using electronic media today, is that it is easier to use, it is quicker to use, and it is much cheaper. For example, it is easier and cheaper to send a text message and or an email to someone then it would be to send a letter on paper. Electronics are just becoming much easier to access as electronics become more and more advanced. Wordpress.com explains how electronic media also gives us a chance to access any news story we want whenever we want, because of the rise of smartphones, I pads, etc. Because of the rise of these devices, electronic media is taking over the world, and print media is becoming less popular. Schorr A and Schenk says: "New media communication technologies enable or facilitate user to use and interactivity between user and information" 3



Internet users only needed two seconds to decide on visiting a particular Web site. The most popular sites featured highly relevant search terms, suggesting that our brains can evaluate information at faster and faster speeds, Walsh says. However, developing these rapid fire processing skills may leave fewer resources for comprehension and retention. So as much as electronic media is taking over our world. There are several cons with it. Electronic media can produce several bias, and false stories. Not everything we see on the internet is true. Electronic media also has proven to make people more distant from their family and friends. We rarely have face to face conversations as we are always on our cell phones, or checking social media. This is damaging our society and future of communications.

### **References:**

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3. Schorr A and Schenk M and Campbell W., Communication Research and Media

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