

Is Popular Media Is Still Popular in the Presence Of New Media



Management

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ABSTRACT

Imagine a day in your office without a mobile phone, a computer or internet access. Imagine a day in your life without television, radio or a newspaper. How would you know what is happening around you and how are you to communicate or get yourself updated about what is happening around you?

India is a country where media exist even before independence, earlier people use to exchange information via traditional media, then with the time passes popular media came into existence and in 1780 print media started by J.A.Hickey, Radio was started in 1927 and by that time india had a huge media and was considered as an oldest and largest media of the world. Today satellite and cable television, interactive video and electronic games, personal computers with the internet are central to the lives of people and especially in the lives of children. The world has become a Global Village and everything has become 'Glocal'. Out of 7 billion population in the world, more than two billion subscribe to internet and out of that 44 percent is from Asia. To make this more interesting out of the 7 billion population of the world, as at today over five billion have mobile phones. This shows how dependent we have become on the Information Communication Technology. People can access anything via internet with just a click of a button. Distance is not a problem when it comes to communicating and sharing information.

INTRODUCTION:

Mass media plays a crucial role in connecting the world of individuals. It has the ability to reach wide audiences with strong and influential messages which impact upon society. Television and Radio have been influential on people's daily lives and routines, affecting the content and times that audiences watch and listen. The mass media has at least three important roles to play: to inform, to educate and to influence opinion. These distinctive features of traditional media have been challenged by new media, which is changing the participation habits of the audiences. Sound broadcasting started in India in 1927 with the proliferation of private radio clubs. The operations of All India Radio began formally in 1936, as a government organisation, with clear objectives to inform, educate and entertain the masses. In the early days, people gathered around the radio set in the evening to listen to popular network programmes. When television finally became a living room reality, people sat around TV sets watching their favourite shows. The pace of development quickened, and it was then that round the clock radio services in various languages started.

In present scenario we have the technology; we have the professionals to deliver high quality services. We have a great hunger among people for reliable, timely and useful information.

New media is essentially a cyber culture with modern computer technology, digital data controlled by software and the latest fast developing information communication technology. The internet has been growing rapidly and it has been helped along by efforts from many areas: school, local administration, states who adopted e-governance. In fact school have been identified as a prime target for the growth of the new media and internet is slowly entering in it. In maximum schools of the country students are given computer classes in which they have been taught how to use computer.

Computers with the internet connection are located in homes depending on the socio - economic status of the parents, the interest of the children and how its role within the family developed. In the high class families computers were located at a separate, somewhere in the study room or in a bedroom. With the time passes computers became necessity of the people, even middle class families were required to take computer at home for the development of their children as it became necessary for the children and computer was the show piece of the living area or the dining hall. At that point of time very few parents knew to operate computer and internet but in the present time numbers of computer users have been increased. Computer and internet has become an important part of their lives, with the facilities of internet they can talk to their relatives sitting in abroad, they can send money to their relatives and that too by just a single

click. People can read news even on a rainy day when the news paper vendor did not deliver the news paper but at the same time it has some drawback and especially on the youngster. Youth stick to the computers and laptops even the entire day, most of the time they are login with social sites like face book and twitter and become use to of it.

OBJECTIVE OF RESEARCH:

- To know which of these media are more effective popular media or new media?
- To know which media is more accepted or liked by the people.
- To know which media has brighter future, popular media or new media.

REVIEW LITERATURE:

1. The Internet is challenging popular news delivery methods (Chung, 2008).
2. Exposure to mass media, in particular the television, was considered a major socializing agent for adolescents (Mangleburg and Bristol, 1998).
3. With new forms of media emerge and the convergence of media technology, the patterns of media usage will inevitably be undergone rapid changes.
4. The Internet represents a fantastic world of opportunity for children and young people, filled with both good and bad consequence. Considerable attention and concern are now focused on how the young consumers use the Internet because they are seen as the „digital generation,“ at the vanguard of new skills and technologies, yet also vulnerable and at risk (Livingstone, 2003).
5. In a survey of 11,368 young people aged 6 to 16 in 12 European countries and Israel, Livingstone and Bovill Moira (2001) found that, the percentage of respondents with a personal computer connected to a modem varied from 7 percent for Great Britain to 32 percent for Israel. Time spent on television and audio media was significantly higher than that spent on electronic games, video and books. Cluster analysis resulted in four major media user styles labelled as low media users, popular media users, specialists, and screen entertainment fans.
6. A characteristic of the new ICTs (Information and Communication Technologies) is the multi-function capacity. For example, a computer can be used for searching information as well as for listening to online broadcast programs. In order to understand how the young consumers use the Internet and the traditional media, we need to look into the specific uses or the specific motivations. Although research about the Internet has grown exponentially along with the development and spread of ICTs, it still remains a comparatively small body of literature (Kim and Weaver, 2002). The study

of young people's Internet use is undeveloped, although key questions of academic and policy significance have focused on the dangers of such use (Livingstone, 2003).

Research Methodology

A Survey was conducted with a focused sample of 100 respondents in the age group of 18- 40 years. The respondents belonged to the Urban area were chosen keeping in mind that they are technically advanced and have clear concept of popular media and new media. The questionnaire method is used for the survey. In this questionnaire certain question related to the habit of using media, they were asked which media they prefer, popular or new media.. They have answered the questions with all the interest. There are almost 8 questions in the questionnaire pointing out at various aspects of the new and popular media and interest of people. After getting the questionnaire the results have been tabulated, interpreted and analyzed. On the basis of this analysis the conclusion has been drawn. Following are the questions which have been asked in the survey:

1. Do You Have Internet Connections At your home?
2. How much time you spend on internet per week?
3. What do you understand by new media and popular media?
4. Which media you prefer to get an information
 - Internet
 - Newspaper
 - Television
 - Radio
 - Other sources
5. Which medium is more interactive?
 - Internet
 - Newspaper
 - Television
 - Radio
6. Which medium in multimodality in nature?
 - Internet
 - Newspaper
 - Television
 - Radio
7. Which medium is fast and cheap in nature?
 - Internet
 - Newspaper
 - Television
 - Radio
8. According to you which media is having a scope in future
 - New media
 - Popular media

Analysis of data:

The following results are out of 100 respondents. They have given with various options for a question out of that they have to choose one option as per their own understanding. Considering the fact that the research is done on the on the people who has the interest in media and those who are interested in keeping themselves updated with the special focus on the age group of 18-40 years.

Table 1: You have internet access at your home (In percentage)

Yes	No
98	2

When asked 98% respondents said that they have internet access at their home where 2 % respondents said that they do not have internet at home.

Table 2: The number of hours you spend on internet per week (In percentage)

1 hour	3 hour	5 hour	others
60	20	17	3

In the response of this question 60 % respondents said that they spend only 1 hour on the internet in a week, 20% respondents

said 3 hours, 17% respondents spend 5 hours in a week on internet and 3 % respondents spend more time on internet.

Table 3: How many people use internet every day? (In percentage)

Use internet daily	Do not use internet every day
85	15

In the above asked question 85% respondents said that they use internet every day where 15% respondents said they do not use internet on the daily basis.

Table 4: Are you comfortable while using new media? (In percentage)

Yes	No
75	25

In response to this question 75% respondents said that they are very much comfortable with the usage of new media and 25% respondents said they are not comfortable with new media.

Table 5: Do you think popular media is vanishing day by day? (In percentage)

Yes	No
32	68

When asked 32% respondents said that popular media is vanishing day by day and 68% respondents do not agree with it.

Table 6: Where do you get most of your news and information? (In percentage)

Internet	Television	Radio	Newspaper
35	15	10	40

In response to this question 35% respondents said Internet, 15% respondents said Television, 10% respondents said Radio and 40% respondents said Newspaper.

Table 7: Which media is more interactive? (In percentage)

Internet	Television	Radio	Newspaper
35	30	20	15

When asked 35% respondents said internet is more interactive, 30% respondents said Television, 20% respondents said Radio and 15% respondents said Newspaper.

Suggestions:

After doing the survey I came to know that there are majority of the people who do not access internet and do not have knowledge of using computers but few people are well known with the technology so there are few suggestion for the viewers, they are:

1. People must be given computer classes at their offices so that they can learn the technology and become user friendly.
2. Children must be told what to do and what not to do on computer.
3. Children should be asked to search for some topic from the internet as it will improve their surfing habit.
4. Computer classes should be given to women and in rural area too.

CONCLUSION

After the analysis of the data it can be concluded that maximum

people have internet connection at their homes and offices and they people are very much attractive towards new media but from those there are many people who know to operate new media and there are many people who do not know that how to use internet and interestingly out of them there are many who are dependent on others but they want to use new media. It has also been found that the usage of new media for information gathering is varies from generation to generation, young group

are very much attracted towards internet and new media where old people are not much into it, after doing the survey it is clear that popular media is still in demand and there are many people who still prefer newspaper and magazines to gather a piece of news or information but at the same time it is also clear that web media is more interactive in comparison to the popular media.

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