

Analytical Description of the Association between Contemporary Mass Media, Social Media and Technological Advancement

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Abstract: *This research aims to provide a complete theoretical overview of the primary factors now influencing the expansion of social media and mass media, within the context of the rapid progress of new technologies. This is a gradual yet distinct metamorphosis that profoundly influences human society. In this context, we suggest implementing the Postmedia concept, which refers to the transition from traditional to digital media. This concept considers the benefits of fast communication and connectivity, as well as the challenges and pressures that arise from the risks and changes involved. The analysis focuses on the main aspects of communication convergence, including the integration of new tools and technologies, the widespread interconnection, the growth and diversity of handling methods, and the need to revise ethical and professional standards for users of digital platforms.*

Keywords: technologies, human civilization, communication, digital platforms, social media, technology, mass media, convergence, cloud computing

I. INTRODUCTION

Rapid and profound transformations in communication have taken place in recent times, surpassing the pace of change observed two decades before. Communicators are being urged to adapt to the evolving circumstances, especially in response to technological progress. Given the evolving nature of communication and its increasing diversity, it is imperative to examine these challenges. The delineation of two phases in the evolution of communication is the basis for the ongoing discussion. The first category pertains to traditional media, encompassing print media, radio, television, cinema, analogue audio and video records, posters, and other types of advertising. Traditional media are being reassessed in the current digital landscape, alongside emerging media. In order to differentiate it from traditional media, this second step is commonly known as Postmedia. The defining characteristic of the digital age is the ability to actively participate and collaborate with content creators in the production and distribution of communication products across multiple platforms. The objective of this study is to highlight these patterns by providing a comprehensive representation of the many types of convergence.

In 1990, Félix Guattari projected that humanity will enter an era of liberation, which he referred to as the "post-media period." This term was used to describe how the use of media had been reclaimed and made more individualized, including access to data-banks, video libraries, and interactive participation. Uniqueness, according to the French philosopher, is characterized by the specific combination of elements that creates a distinct atmosphere for an individual, group, or society. This combination sets them apart from others and is different from the characteristics of other phases. This differentiation involves more than just a separation from the past, but also a viewpoint on the current situation that influences and changes the existing structure, sometimes even in a drastic, revolutionary way.

Guattari posited that in the postmedia era, universal access to a diverse array of information and cultural commodities would be readily available to individuals and institutions alike. The convergence of television, telematics, and informatics is currently occurring and is expected to be completed in the coming decades, as stated by renowned study. Guattari supports the idea of a "collective-individual reappropriation," which, in the context of this study, involves the convergence of technology and emotions. This is in contrast to other thinkers who believe that the development of digital media would cause alienation and disrupt communities. The enhancement of civil liberties does not always arise

as a consequence of this particular type of development and the strategies of collective mobilization. Guattari contends that the implementation of growth and community action tactics could potentially lead to a regression towards authoritarianism, as demonstrated by the Iranian Islamic Revolution, rather than the promotion of individual freedoms and liberal democracy. Undoubtedly, the present circumstances are significantly more intricate and extend beyond Guattari's predictions, requiring a reaction that is suitable for the postmedia era and the completely new reality.

Postmedia provides a structure for examining the disruptive elements of contemporary communication, erasing the boundaries between reality and virtuality, or for striving to achieve increasingly focused methods of influence and manipulation. Postmedia not only amplifies the probability of fake news emerging, but also underscores the need to comprehend it. In order to effectively combat fake news, it is essential to comprehend the process of creating it. This phenomenon can be analyzed from two perspectives: its negative impact on society and its ability to manipulate, strengthen, or weaken the public perception of individuals or organizations.

Aligned with the evolution of ideas such as postmodernism, post history, and post-industrial, the term "Postmedia" should be understood as a media transformation process rather than as a subsequent stage after the media. It also signifies a period of contemplation on both the historical and present circumstances. It represents both a deviation from previous practices (modernism) and a new beginning. Within the context of the postmodern environment, specifically referred to as Postmedia, the term "MetaMedia" could be considered a suitable operational instrument. In his work, Jensen (2011) designates the term "MetaMedia" to describe the technological dimension of communication, specifically encompassing technologies such as computers and cell phones that facilitate it.

Categories of Convergence:

In today's society, there is a rapid dissemination of information in the public domain, regardless of its accuracy, due to substantial advancements in the field of communication. Users are often enticed to participate in the communication process, assuming the roles of content makers and message providers. Consequently, the quantity of data and communication products is increasing. In addition, individuals can participate in interactive processes on digital platforms to distribute, modify, or improve existing communication products while engaging with others. The presence of highly engaged non-experts creates challenges for professionals in this industry due to intense competition. It is crucial to analyze the various types of convergence, such as technological, media, content, and emotional convergence, that are evident in contemporary digital communication in order to comprehend these challenges. The world is primarily influenced by convergence, which enables the pursuit of digital advancement. The communication environment in which we function, particularly in terms of our knowledge and training requirements, is defined by our capacity to rapidly acquire extensive information, effortlessly handle it, and effectively utilize it in communication content. This content is susceptible to significant or superficial alterations caused by extensive user networks, computer-operated programs, and network interconnections.

Generalisation of interconnectedness:

Costs will also decrease as wireless connections are expanded and more people have access to satellite services. At the moment, phablet devices may automatically connect to the internet thanks to several simple programmes. We won't be able to opt out of this feature, which will keep us online constantly. Thus, communication will be feasible practically everywhere and in any situation. By integrating a subscription-based bundle of services when purchasing equipment or by connecting to public networks, such as those in big cities or those devoted to public institutions, even ministerial, interconnection will be made available at a cheap cost. Being an excellent example is edu.ro.

Diversification of the applications and services offered. The tablet and smartphone will be utilised for both content creation and actual conversation in the form of a phablet (phone and tablet). They will be utilised in this situation to gather, store, and process data, create communication products, alter them, and archive them. The monitoring of some actions, the procedures of surveillance and control, and other crucial aspects of intelligence will all benefit from the new apps. The scope is large since initiatives to promote media and technical convergence are already in development. The major sectors are health and education. As a result, the phone and tablet will do X-rays and offer the earliest indicators of potential ailments. Many people are able to utilise advanced industrial gadgets adequately despite not understanding or needing to know how they were made.

Expansion and Generalization of Cloud Computing:

These products and services, which range from the hosting of websites and the requirement for bandwidth to the use of mobile devices for medical diagnosis, may be free in certain cases (some of which have long been available) or may be paid for (by purchase or rental). In these circumstances, the idea of an online newsroom is emerging that does not require a physical workspace. The idea is generalizable and may be applied to other fields, such as education, public relations, or intelligence, by tracking the flow of information from source to receiver through gathering, selection, and writing.

generalised communication that takes place through information sharing and content creation. Theoretically, everyone will be participating; in reality, a large number of individuals will have access to a variety of technologies and tools, and everyone will determine what, when and how to employ them. Technology becomes simple to use, enabling anyone even those with a middling level of education to develop high-quality communication products. This is professionalisation in progress, where people are practising for fun or to make money. The distinctions between experts and amateurs will vanish. All users will be quite familiar with these tools up to a certain degree, which is college education.

Communication will expand to cover a wide range of activities, including the sharing of information, services, and goods. E-commerce will take over, and financial systems' reliance on information technology will grow. Coins, bills, and other forms of physical money will become less and less common as internet bank transfers and payments take over. The addition of additional services will make the educational system even more participatory and exciting. The entertainment industry is evolving as a result of intense consumer demand for such items and the participatory nature of visual culture.

The growing usage of robo-journalists, particularly in the sector of big data, where there is a lot of information that has to be processed fast, is a contemporary problem. Without these specialised applications, it is no longer possible to imagine stock market or currency banking operations since they require rapid access to summary data that is required to follow markets and quotations. It takes a tremendous amount of labour to complete, and using human agents would be nearly impossible. Companies that supply various services, medical facilities, or other institutions frequently utilise software, programmes (apps), algorithms, and chatbots that are built to deliver different forms of information. With the development of genuine conversations with major operators like Google, Microsoft, Facebook, and social networks that serve as archives employ them. They aren't all that different from specialised platforms, but they need the users' permission to utilise cookies to gather data. The major goal is to save user preferences so that they may be incorporated into other offers that are sent back to them. Applications (algorithms, robo-journalists) gather the data in accordance with user behaviours, media platforms, material categories viewed, and equipment utilised. These systems have the ability to learn about interests and preferences by using social media accounts, email addresses, or entering media platforms for a certain sort of material. Individuals who are alone or in unique circumstances, chatbots started to play a therapeutic function. They can dial certain lines, where chatbots are trained to answer their inquiries and request information from them a step up in profiling operations. It involves acquiring user information from them (alone or in groups), figuring out who they are, and then using that information to give them the information they require. In the digital environment, algorithms (applications, software, and programmes) created specifically for these processes are used to carry out the profiling operation. It takes engaging with these applications only to leave (or join!) the digital world. The information will be summarised, and the individuals in question will then receive recommendations for reading various sorts of material or for the purchase of various services and goods. Different equipment can be used to access profiles or other material on different sites (phone, tablet, laptop, PC). As a result of the profile activity, the user will receive offers for goods of the sort in which he expressed interest in using other equipment. In this context, a conversation about targeted and/or personalised advertising should be started.

The expanding importance of influencers is another current trend that we can already see developing in the future. These individuals are rather well-known, particularly on social media. To increase the impact of the materials given, the concepts supported, but notably the communication content marketing certain goods or services, many of them are frequently employed concurrently. Genuinely powerful influencers have the potential to profit significantly from advertising on their social media pages, websites, and blogs. Of course, agreements made with businesses and/or people for the promotion of goods or services also result in significant financial gains. It is crucial for an influencer to have a

sizable social media following, with a sizable portion of those followers actually making purchases of the things the influencer is promoting. An influencer's authority might originate from two sources. In the first instance, he or she may be an expert in a certain subject, so they suggest things they are familiar with. For instance, dentists may advocate for particular toothpaste brands. The second scenario, which is also more common, involves an influencer who derives most of his or her notoriety from social media platforms. This notoriety is demonstrated by the influencer's large number of followers and the trust that they place in him or her, with little to no doubt about what the influencer said or promoted. According to Balaban & Mustăţea (2019), the capacity of influencers to be appealing, consistent, dependable, and knowledgeable in both what they do and the issues they discuss is what allows them to get attention. These requirements are not always met, which can result in one of two outcomes: (1) the person loses followers and runs the risk of becoming anonymous; or (2) despite having trouble understanding the arguments made, confidence soars and the number of followers rises as the obvious manipulation attempts are made up for by emotional arguments.

Rewriting the ethical standards. Changes to the codes of ethics are also necessary to eliminate distinctions between professionals and non-professionals. Clearly, the internet must continue to be a place where individuals are free to express their opinions and promote themselves, their businesses, and their morals. Access and manifestation in cyberspace need a return to fundamental ethical principles since we are unable to create particular limits, as is the case in professional ethics. Some features of cyberspace that are seen negatively are causing a lot of anxiety. The intense activity of non-professionals, who are unaware of professional ethics and believe that anything is permissible, as well as communication professionals, who determine that the ethical rules are no longer required and do not need to be observed, are the main causes of the ethical problem on new media platforms. Particularly in the creation of false news information, emotional reasons are frequently utilised to hide or downplay the significance of factual and scientific evidence. It is apparent that the growth of false news as a soft power, as a weapon, might result from the exploitation of new technology without regard for ethical and professional standards. However, protection can be provided by using already-existing legal tools and promoting moral ideals that are widely accepted rather than by imposing control. Experts in the sector are finding it difficult to begin rewriting the ethical rules. They need to adjust to the dynamics of the digital sphere and give media platform workers access to working tools.

Connectedness, communication, and uniqueness. The introduction of new tools and technology encourages human contact. The concept of the "global village," put out by McLuhan, Fiore, and Agel (1967, 63), while the phenomenon of globalisation (media) was still young, generalised news and entertainment through television, is the new paradigm that is emerging from the standpoint of pragmatism and utilitarianism. A short time later, the singularity—a threat brought on by the loss of control over technology when artificial intelligence may render humans dependent on it—was also identified as a negative consequence of globalisation. When it becomes impossible to tell the difference between physical reality and virtual reality, as well as between man and machine, in the year 2045, Raymond Kurzweil predicted that this rupture will take place. However, until that time, the most significant impact of technology advancement will be the removal of communication obstacles. Most of the world's population will be able to contact any individual, organisation, or business in the upcoming years regardless of distance. The Covid-19 virus epidemic that occurred between 2020 and 2021 emphasised the speeding up of remote communication using new tools and technology. Most individuals were able to engage, either in the public or private realm, while being forced to withdraw and maintain their physical distance (professional, educational or entertainment spheres).

II. CONCLUSION

Based on a thorough examination of the existing data, it can be concluded that although the exact changes in communication cannot be predicted for the next few years, we have a reasonable understanding of what is likely to happen, particularly in the immediate future. Communication professionals initiate change, which is subsequently manifested in the new communication landscape and results in further progress. The challenges have become more formidable as the consequences of multimedia have become more evident.

When examining the new role of journalists in the digital media age, we can observe two prominent traits exhibited by individuals who collect and modify news:

(1) Professionals are obligated to excessively specialize, becoming what is commonly referred to as a video journalist or even a universal, integrated journalist.

(2) The specialization of citizen journalists tends to diminish the boundaries between professionals and outsiders. The conventional meeting area for journalists and editors is rapidly fading into the past as the concept of a virtual newsroom starts to materialize. The Covid-19 pandemic that occurred from 2020 to 2021 has necessitated the use of virtual office spaces and online communication as a regular occurrence for interacting with colleagues, the general public, and pupils. Ongoing advancements in technology and methodologies continue to enhance job performance.

The evidence supplied indicates that substantial alterations have taken place in the realm of corporate communication. While social media and mass media remain distinct sectors, we observe a growing convergence between them in practice, making it challenging for non-specialized users to discern the differences. Convergence enables the establishment of such linkages, hence facilitating communication. The five forms of convergence that were uncovered include technological, media, content, emotional, and professional convergence, which also encompass changes in status. Professional communication faces competition from a wide range of communication products created by non-expert communicators who may not have specialized training but are skilled in exploiting new technology, advanced applications, and are active on various media platforms. The demand for media education programs for consumers of all demographics necessitates communication professionals to constantly adapt to technological advancements in this complex environment. Proficient communication necessitates the mastery of professional aptitudes and ethical principles, alongside the capacity to use technology and access digital platforms.

As this research is merely a preliminary version of a larger project, it has specific constraints. The subsequent phase entails doing a comprehensive examination of each topic, encompassing case studies and data analysis regarding how individuals are adapting in the emerging digital era and their future expectations. Each of the mentioned characteristics, considering contemporary research, would benefit from a comprehensive interdisciplinary analysis and the inclusion of robust practical examples, in order to gain a deep understanding of the challenges that communication is presently encountering.

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