



### Chief Editor

**Dr. A. Singaraj, M.A., M.Phil., Ph.D.**

### Editor

**Mrs.M.Josephin Immaculate Ruba**

### Editorial Advisors

1. Dr.Yi-Lin Yu, Ph. D  
Associate Professor,  
Department of Advertising & Public Relations,  
Fu Jen Catholic University,  
Taipei, Taiwan.
2. Dr.G. Badri Narayanan, PhD,  
Research Economist,  
Center for Global Trade Analysis,  
Purdue University,  
West Lafayette,  
Indiana, USA.
3. Dr. Gajendra Naidu.J., M.Com, LL.M., M.B.A., PhD. MHRM  
Professor & Head,  
Faculty of Finance, Botho University,  
Gaborone Campus, Botho Education Park,  
Kgale, Gaborone, Botswana.
4. Dr. Ahmed Sebihi  
Associate Professor  
Islamic Culture and Social Sciences (ICSS),  
Department of General Education (DGE),  
Gulf Medical University (GMU), UAE.
5. Dr. Pradeep Kumar Choudhury,  
Assistant Professor,  
Institute for Studies in Industrial Development,  
An ICSSR Research Institute,  
New Delhi- 110070.India.
6. Dr. Sumita Bharat Goyal  
Assistant Professor,  
Department of Commerce,  
Central University of Rajasthan,  
Bandar Sindri, Dist-Ajmer,  
Rajasthan, India
7. Dr. C. Muniyandi, M.Sc., M. Phil., Ph. D,  
Assistant Professor,  
Department of Econometrics,  
School of Economics,  
Madurai Kamaraj University,  
Madurai-625021, Tamil Nadu, India.
8. Dr. B. Ravi Kumar,  
Assistant Professor  
Department of GBEH,  
Sree Vidyanikethan Engineering College,  
A.Rangampet, Tirupati,  
Andhra Pradesh, India

e-ISSN : 2455-3662  
SJIF Impact Factor: 3.395

**EPRA** International Journal of

# Multidisciplinary Research

**Volume: 2 Issue: 2 February 2016**



**Published By :  
EPRA Journals**

**CC License**





## ANALYSIS OF NEW MEDIA CONTENT: AN EMERGING TREND OF SOCIAL CHANGE AND DEVELOPMENT

**Pratibha Katiyar<sup>1</sup>**

<sup>1</sup>Research Scholar  
Dev Sanskrit Vishwavidhyalaya,  
Hardwar, Uttarakhand,  
India

### ABSTRACT

*Emerging of social networking concept like India offer a great opportunity for giving rise to make & maintain the new relationship. Where there is no barrier of communication just a proper flow of interaction. New mass media generated a new type of platform for wonderful relationship. It is not only just a media vehicle of social market but also move to shifting toward Global to local family lifestyle. This is social media like face book, whatsapp etc. that needs to have almost instantaneous publishing and distribution capabilities. It is about knowing all what's happening in our world to neighborhood today. This paper examines the content characteristics of new media that forming a nonprofit powerful media vehicle where large public interests are involved.*

**KEYWORDS:** *Social networking, new media, relationship, platform, Public interests*

### INTRODUCTION

As a range of media become interactively connected, information flows more easily across technological, social, and geographical boundaries. new media like the Internet, streaming technologies, wireless networks, mobile phones, Social networking sites, and the high quality publishing and information sharing capacities of the World Wide Web are communicating the messages of their protest networks across both geographical and media boundaries. Through the canon of as audience and media supporter it is important to explore again the emerging of such type of media, role, impact, involvement, situation, and scenario.

In recent years the developments of so many media vehicles propelled once again the debate about media's impact on society to the forefront of concern, and in fact expanded it not only from a domestic issue but also a new gathering of social relationship

with which every country grapples to an international debate about media, its impact, and how to deal with it. However, in recent decades, interest in media's impact has not only been fed by a fear of media's potential negative impact, but also by the prospect that media can have a profoundly positive and constructive impact on how we understand and deal with a variety of global issues.

Spread out our understanding of exactly how media influences attitudes and behaviors. The main purpose of this research is to be confidently inform, support, and further inspire the efforts of producer, distributors, policymakers, and donors already engaged in producing and disseminate media for social change.

Today, the new media not only saves space but also ensure datalong life. This capability to obtain, download and send information and the capacity to share the same, without censorship or

restriction have the inherent potential in furthering sustainable development, especially for developing countries. New Media is extensively & universally used by e-communities all over the world as a resource to help generate ideas by means of communication. So, the very definition of mass communication is acquiring a new dimension. The users are included in the term media audience meaning an aggregate of persons of a conventional group.

**OBJECTIVES**

- ✧ To study the role of new media as a vehicle of mass communication.
- ✧ To know that how do users & new media policy makers perceive various issues
- ✧ To know that how do audience evaluate the new media for social awareness.
- ✧ To examine the actual performance of the new media concerning the coverage of issues related to global unity.
- ✧ To know that how contents are constructed and the identity has been expressed.

**OPERATIONAL DEFINITION**

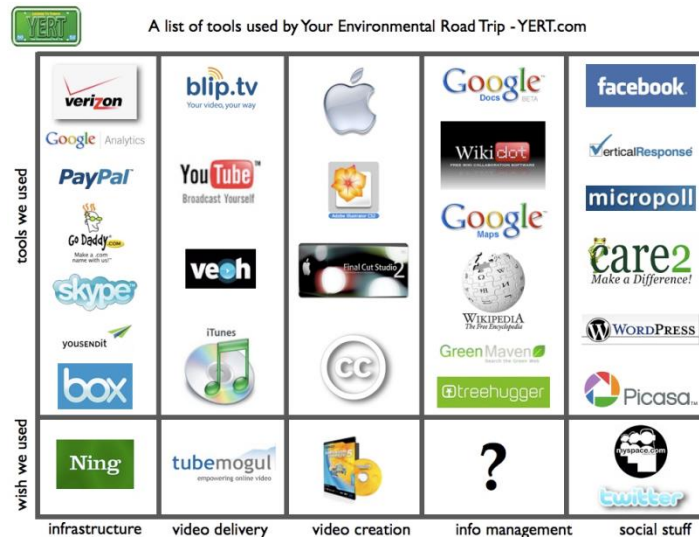
**New Media:** New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real-time generation of new and unregulated content.

Most technologies described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the Internet, websites, computer multimedia, mobile applications, social networking sites. It is a unique platform where creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers.

**The concept of social networking:** Social networking is a term that describes a technical kind of intrusion that relies heavily on human interaction and often involves tricking other people to break normal security procedures. Social networking is a component of many, if not most, types of exploits. The term social networking is the art of manipulating people into performing actions or amazing confidential information.

**New Media vehicle as example:-**

Figure shown here some new media vehicle related to Internet, blogs, social networking sites, audio video records etc



Source: <http://primetime.co.ug/wp-content/uploads/2013/12/new-media-tools.jpg>

**METHODOLOGY**

This paper focuses on the methodology of Descriptive analysis. The purpose of this study is to

investigate and analyze the characteristics of new media.

## CONTENT CHARACTERISTICS OF NEW MEDIA

- **Interactivity:**

**A way to empowerment:** With the advent of new media, the tension between the hope that advances in media technology will produce a healthier democracy, and the concern that the commercial organization of electronic media is eroding democratic values has increasingly been articulated to an expectation that new media should somewhat paradoxically mediate less. The demand for what Paul Duguid calls “transparency” has come to define interactivity as a form of empowerment. As people have the ability to be media producers, we are surrounded by numerous claims about new media that celebrate the perceived progressive aspects of interactivity. (Robertson, Craig)

- **Ultimate thoughts:** How are we affected by new media? How about you personally? Has having access to an MP3 player or cell phone changed your daily life? Your perceptions? How you inform yourself of the world around you? “Information and communication technology shapes our perceptions, distributes our pictures of the world to one another, and constructs different forms of control over the cultural stories that shape our sense of who we are and our world. The instant we develop a new technology of communication – talking drums, papyrus scrolls, books, telegraph, radios, televisions, computers, mobile phones – we at least partially reconstruct the self and its world, creating new opportunities for reflection, perception, and social experience...” (Burnett, Robert and Marshall, David P., Web Theory)

- **Means of instant Production:** New media has the ability to many large scale public relations projects. Galloway (2005) puts forward that conventional techniques of public relations are being undermined by the mobile nature of new media and that this requires public relations practitioners to re-think how they relate to publics. Users expect instant updates in their inboxes when something happens. The implications for public relations practitioners of needing to

prepare material faster than ever before include being able to produce what is required almost instantaneously and with the required level of accuracy; having processes in place that can get required priority clearances for materials to be released; and, having the technology at hand to directly distribute or upload what is being disseminated.

When content is demanded instantaneously another area of practice that new media has changed in the past decade is that of events. They will need enhanced online information architecture skills and skills related to managing an increasing amount of complex information digitally. The past several years has seen an increased use of multimedia and interactive content in news releases and leading news wire services are fully equipped to distribute such material (Nowland, 2006). There is also the need to consider whether target publics have access to new media technologies such as the Internet which becomes an issue when communication strategies target publics without such access due to geographic or socio-economic factors (Badaracco, 2007).

All public relations practitioners will need to keep abreast of emerging media and many may already be undertaking public relations planning, implementation and evaluation in unfamiliar media areas.

## CONCLUSION

The full implication of new media for public relationship and its continuing evolution is the scope of this paper. Responding to the demands of emerging media in surroundings where other media demands on public relations practice are not reducing significantly will be a major area of concern in coming years. Evaluation challenges that have been expressed in the public relations writing over the past two decades. Convention of their utilize Generally, common gathering in a single platform provides a real sense of democracy and also global unity.

Indications are that public relationship is increased during the emerging period of new media. There is a clear threat in some quarters to the domain of public relations from other specialist areas within organizations as new media technologies cut across disciplines. The public relations land may seem more attractive, and be more level to invasion from those outside the profession, if a

perception develops that the area is now more technology-driven and less about 'touchy-feely' communication or traditional media. Evidence indicates that it is imperative that users, media practitioners and educators grip the full potential of new media if they are to overcome such a threat.

## REFERENCES

1. Comscore. (2009). *India's Social Networking Market sees Global Brands Gain Prominence*. Retrieved
2. Mishra, G. (2009a, April 17). *India's first digital elections evoke strong reactions online*. [Web log comment]. Retrieved September 14, 2009, from <http://www.gauravonomics.com/blog/indiasfirst-digital-elections-evoke-strong-reactions-online/>
3. *The Hindu*. (2009). *India manages to clock 6.7% growth in 2008-09*. *The Hindu*. Retrieved September 14, 2009, from <http://www.hindu.com/2009/05/30/stories/2009053054191300.htm>
4. Donner, J. (2008). *Research approaches to mobile use in the developing world: A review of the literature*.
5. Arora, P. (2008). *Instant messaging Shiva, flying taxis, BilKlinton and more: Children's narratives from rural India*. *International Journal of Cultural Studies*, 11(1), 69-86.
6. Abraham, R. (2007). *Mobile Phones and Economic Development: Evidence from the Fishing Industry in India*. *Information Technologies and International Development*, 4(1), 5-17.
7. Pal, J., Lakshmanan, M., & Toyama, K. (2007). *My child will be respected: Parental perspectives on computers in rural India*. Paper presented at 2nd IEEE/ACM International Conference on
8. *Information and Communication Technologies and Development (ICTD 2007)*, Bangalore, India.
9. Rangaswamy, N. (2007). *The aspirational PC: Home computers and Indian middle class domesticity*.
10. Reuben, A. (2007). *Mobile phones and economic development: Evidence from the fishing industry in India*.
11. Asthana, S. (2006). *Youth media: A research study on 12 initiatives from around the developing and underdeveloped regions of the world*. New York: UNESCO.
12. <http://primetime.co.ug/wp-content/uploads/2013/12/new-media-tools.jpg>