



IMPACT OF TECHNOLOGY ON COMMUNICATION SYSTEM

Dr.S.Thanapandi, Assistant Professor, Department of Journalism & Mass Communication, Fathima College, Madurai

Dr.P.Rajendran, Director, Alagappa University Evening College, Thiruppuvanam

Abstract – The Development of Information Technology changed the way of the world in processing, storing, searching, reproducing and transmitting information by possible due to the usage of the internet and data process technology. The media technology intention is to reach large audience by mass communication via electronic media technology. The mass media TV, radio, internet and print media employ communication technology to send out information to a mass audience. In the communication process, technological advancement helps to decrease output times, storage facilities for media content and quickening citizenship Journalism. The new media and social media used to access content anytime, anywhere on digital device, interactive participation and community formation.

Introduction

Communication, the exchange of information is more efficient, faster and easier due to the advancement of technology. It imparts or exchange of information by speaking, writing or using any medium (Daniel & Rod, 2011). The media is the main means of communication connected to TV, radio and newspapers. The new media technology empowers human beings to filter what information they want to receive or listen (Palmer, 2003, p. 161). Cell phones, Social

Networking sites, email and instant messaging are examples of communication technology make the communication more speedy and effective.

Technology

Technology influenced people in many positive ways. But in other side it reduces the sociability, face to face communication, and intimacy relationship. One can communicate any person anywhere in the world if he has the communication facilities with him. Communication Technology is an electronic system which used for communicating with individuals or groups. Technology in communication is not physically present in the same location but it helps to communicate between one to another. In the communication systems telephones, telex, fax, radio. TV, video, email, social media, web media are included. Technology helps to speed up communication between people. It provides to use more than one method of communication. Through technology people can use email, social media, chat messengers, video conferencing, video calls, images, videos, symbols, diagrams, charts, emotions and so on.

Technology in Communication

In olden days communicating means 'talking' but now it is used to connect and touch



with the people in an around the world of their fingertips. In the technological world now the communication is considered text messaging, emailing, skypeing and social networking.

In earlier days for distance places the communication means only through letters and post cards. The invention of telephone is later used for distance communication. The telephone channel is able to communicate with one another. With phone, people able to communicate within overtime and over long distances (D. Gregory).

Email technology

Email technology permits people to send and receive messages through written documents using World Wide Web. It is a medium of process between a client and server. The radio phone which is similar to Walkie-Talkie used radio lines to transmit sound but it has not enough channels for everyone to communicate. Cell phones are similar to radio phones but it allows many people to use their phones simultaneously due to the usage of frequency which it is connected.

Instant Messaging

The development of Instant Messaging used to communicate rapidly with others which are commonly known as AIM (AOL Instant Messenger) by AOL, Inc (closed in December 2017). AIM was the earliest and fastest means of communication at this point of time but it has its own assortment of advantages and disadvantages. The innovation of mobile phone, email and other technologies are widely used to connect and communicate with each other. But now all of these applications are available on a single instrument (Rogers). The mobile phone connected the families, friends and business people (Ling, 2004, pp. 21-24).

Cell Phone Technology

The cell phone used today for storing contacts, set alarms, make phone calls, make day today schedules, use the internet, play fun games, pay bills, watch TV and movies, listen to music, able to 'face time' or video chat with another (Voucher), and used to make every application accessible in it.

The camera phone or smart phone or Blackberry or iPhone are emerging to continue to develop new and improved feature. The Applications and qualities of iPhone are more ever the world seen. It has 5-mega pixel camera, video recording, GPS Navigation, HD TV and video, millions of games, liquid crystal display, and face time. iPhone has different versions that each is better than next.

Technologies astonish everyone due to the fact that the smart phone can literally do it all. People previously used different devices for talk on the phone, listen to music, take videos, surf the web, and take pictures but now all in one device iPhone. But these innovators made these technologies possible in computers and laptops.

Social Media Technology

Now another technology used in communication especially social media and business world is Skype. Skype is a VoIP or Voice-over-Internet Protocol which lets people to communicate through both visual and audio. It allows individuals to communicate by voice, visual image, and instant messaging by sitting in front of each other. It allows not only the people of business world but it permits family and friends for having interactions from anywhere in the world (D. Gregory).

Theories of Communication Technology

Effective communicative set-up theory is used analysing any communication event. Situational Perspective theory is used analysis the roles of sender and receiver information. Strategic communication approach is presupposes analysis the aims and goals of the receiver and sender. In the context of non-verbal communication, is also played a key role (Mehrabian, 2007) for effective communication.

Para Language

Emotion is a part of paralanguage which used to persuade the listener of one's needful state. Dana Boyd states tastes and aesthetics are not universal but deeply linked to identity and values. Through social media user exchange their beliefs, values, cultures and viewpoints. It shapes users behaviour, attitude, and perception. The content creates different reaction and help to shape users believes.

Love and emotions are absent in the technology of communication. Technology makes the people to forget their practical side of life. Technology increases concupiscence, anger and stress, greed, fascination and jealousy. It creates higher competition for each other in career, business, income and reputation. In social media cyber-bullying is more effective in hurting and destroying ones self-esteem especially among teen agers. Cyber stalking is another serious issues present in the lives of kids because kids are more susceptible to talk to strangers.

Importance of Technology in Communication

Technology is garden in which social media, emails, video, blogs, forums, and mobile

phone are the trees. Email mostly uses business purposes, social media for personal communication, videos for learning and listening and blogs or ebooks or books for communication with writer's thought, personal and professional topics. WhatsApp, Facebook, Email are different communication platforms used to contact and communicate with people.

Conclusion

Today due to communication technological advancement, a small modernized technology product has been fast, small and having large capacities. With the help of the technology product a message has been sent and receives in a few seconds. In the one product of the single device one can make phone call, take a picture, use a calculator, listen to music, watch videos, and communicate with others. Technology is a tool that continuously used to build the society without which our society would not be prosperous as it is today.

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