



THE TREND OF COMMUNICATION IN THE DIGITAL ERA

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Abstract

In 20th century we have seen the effect of telephone, radio, television, film, high speed printing, xerography, desktop publishing electronic mail etc. These communication technologies have changed our national political life, corporate management styles, family connections, individual work habits. Despite of juggernaut of broadcast journalism, new media, new apps and podcast cropping left and right, over half of the world's population turns to a newspaper for credible information every day. Now, radio is facing a technological transformation, stations begin to move from analog transmissions, toward the new digital medium and as companies and consumers apply tools to capture broadcasts in their current non-digital form. In the 21st century the trend towards multiple screens-big stationary ones in the home and smaller, portable ones elsewhere-has become more accentuated. The 'mantra' for TV content is now convenience-'anything, anytime, anywhere and on any device'. Successful advertisements on the websites need a lot of innovation idea and concept compared to the traditional advertisement which only putting banners with simple description and design.

Communication is dramatically changed by new technologies. In the 20th century, we have seen the effects of telephone, radio, television, film, high speed printing, xerography, desk-top publishing electronic mail. These communication technologies have changed our national political life, corporate management styles, family connections, individual work habits. Additional change in the 21st century is inevitable, as we adopt video conferencing, multimedia and internet technologies.

Print, radio and television defined an uncomplicated evolution of mass media. They also catalyzed a new arena of debate on issues of participation, social change and challenges to the traditional public sphere. While many of the board issues debated by practitioners and scholars remain essentially the same, the meaning of communication has changed radically. No longer is communication limited to the press, television or radio, but now also includes the many technologies that characterize so called technological revolution.

Newspapers in 21st Century

Despite of juggernaut of broadcast journalism, new media, new apps and podcasts cropping left and right, over half of the world's population turns to a newspaper for credible information, everyday. That is a net 2.2 billion people reading newspaper in the print format and another 600 million in the digital form. WAN-IFRA stats point out that this figure would rise remarkably if Sunday and weekly newspapers are included in the count as well.

According to Comscore and World Press Trends, newspaper readers outnumber the total number of internet users (2.3 billion) around the world. Thomas Jacob, the chief operating officer of the World Association of Newspapers and News Publishers, Jacob is privy to global media trends. As per the Jacob's report" the global circulations rose slightly in 2011 after a dip in 2010. Circulation saw an upward swing of 4.2 percent higher than what was in 2007. Asia has seen the fastest growth in newspaper circulation with China and India leading from the front".

Newspapers are integrating technological innovations to amplify their content distribution and outreach. The distribution process now relies not just on the door to door vendors but a few clicks here and there as well.

Norway, Finland, Sweden, Switzerland and Austria remain the world's most popular newspaper markets, although Asia markets are quickly catching up with Hongkong. China and India are teeming with a market potential of unprecedented numbers. Asia is increasingly emerging as the epicenter of the news paper industry growth.

Through, the situation is not as bright in the western world. Newspaper circulations fell by around 17 percent over a five year period from 2007-2011 and some newspapers are still struggling to spring back.

By Jacob and the world press trends statistics circulation revenue still accounts for nearly 50 percent of global newspaper revenues, which is mostly a positive trend to note. The circulation of newspaper depends principally on its core content. It is important that publishers focus on their digital ambitions, they continue investing in content and leverage the brand of their print products in to the digital realm. Comscore statistics reveal that over 40 percent of the global digital audience reads a newspaper online.

Newspapers are now proactively incorporating cutting-edge innovations and user friendly models for online content, be it pay



wall, free nium, metered or free in order to keep audiences engaged. The dynamics of engagement might have changed but the driving principle of the industry has not budged a bit.

Thomas Jacob has his eyes set on the industry and his breath held tight. He knows newspapers are gearing up for the next round of revamp. And as he puts it, transforming from amono media to multimedia, multichannel and multiplatform approach is no longer good enough. Newspapers have to make the strategic transformation into a smart media company that understands its customers and creates a portfolio of products that will in turn address the changing needs of the customer.

Radio in 21st Century

Now radio is facing technological transformation, stations begin to move from analog transmissions toward the new digital medium and as companies and consumers apply high-tech tools to capture broadcasts in their current non-digital form. National Association of Broadcasters chief executive officer Edward Fritts said in his speech “Radio cannot remain the only analog player in a digital world.”

Digital radio growth has seen slow in the United states, but adoption is ramping up quickly overseas, where “memory radio” that allows listeners to pause, rewind and record live broadcasts are already being sold. By contrast digital radio receivers are just beginning to hit the US market. Boston Acoustic released one of the first home digital radios at the NAB show Wednesday. In the United States, the digital radio technology approved by the federal regulators is based on work from a company called iBiquit digital. That company is working on several new features including Tivo-like ability to record and replay broadcasts. iBiquity vice-president of marketing David salemi stated that other features will include on demand access to features such as traffic or weather reports, probably at the touch of a botton.

US consumers saw a glimpse of the future in a recent furor over software called Time Trax that allowed consumers to record xm radio broadcasts and store them on their computers as MP3 files. A new company called Audio Feast produces copy protected, downloaded radio programming from NPR, the BBC and other stations for the iPod generation. Audio Book Company Audible has long offered digital versions of some radio shows to its customers as well.

A few companies are starting to offer services that aim at providing Tivo-like recording capabilities for analog radio broadcasts. Griffin Technologies in Tennessee, produces a shark fin-shaped device called “radio shark” that plugs into a computer and records broadcast radio on to the hard drive.

Television in 21st Century

Towards end of the 20th century TV sets became cheaper and terrestrial broadcasting was joined by distribution over cables, satellite networks using the internet protocol. The number of available channels increases with the emergence of pay-TV. The remote control became an important prerequisite of viewing. With more channels to choose from, the viewers could change channels without going over to the TV set to change channel. Middle class homes had two or more TV sets, being able to watch TV content on small handle-held devices moved into the mainstream. The emergence of devices like iPods and streaming music services in the noughties also changed consumer attitudes to TV and video on demand.

During the second half of the 20th century, television established itself as the main source of information, with a critical influence in shaping modern society. Although the unidirectional communication medium, it was able to reach most people in the developed world, deeply affecting their culture and beliefs. Social events like first steps of man on the moon were transmitted, instantly and around the world, through this magic box. It reigned supreme as the number one medium for spreading news, events, thoughts and ideas evolving and adapting, over time, to what it is today.

In the 21st century the trend towards multiple screens-big stationary ones in the home and smaller, portable ones elsewhere- has become more accentuated. The mantra for TV content is now convenience- “anything, anytime, anywhere and on any device.”

The change of television broadcast technology from analogue to digital is critical in this evolution, by improving quality while releasing much needed transmission bandwidth. Digital TV allows for superior video and audio quality, a signal more impervious to interferences and the easy deployment of news services.

Interactive TV provides information and flexibility previously unattainable in a TV set. Without disturbing the viewers who choose not to use the service. Other possible features include parental controls, using the renowned V-chip and derived technologies and the possibility to manage copyrighted works. Digital Video Recorders (DVR), the modern VCR



replacement, greatly diminishes the television's inherent time restrictions. One of the main areas of interest in the digital content world is control. Enormous amount of money have been funneled into the creation of various Digital Rights Managements (DRM) schemes, but the perfect balance of providing flexibility for the legitimate consumer. The Japanese scheme is called Rights Management and Protection (RMP). This feature in the digital television format adopted in Japan and allows the broadcasters, to choose one of the three modes for any programme: "Copy once", "Copy free" and "Copy never". In the "Copy one" mode, a user may be allowed to record the show to a DVR, without being able to copy it. The European system for DRM is called content protection and copy management and it allows user to record protected content and reproduce it any device included in a so called "Authorized Domain", which are owned, rented or otherwise controlled by members of a single household. Devices in remote locations such as cars, vacation homes may be included in the same domain, allowing the reasonable amount of user freedom while restricting redistribution of copyrighted material. These new capabilities and restrictions will define how people interact with their televisions; the main focus of current technological evolution remains the same, convergence. The technological devices that people use in their everyday lives have slowly begun to combine their respective features. Cell phones take pictures, PDAs that allow phone calls and cameras that play digital music files are just some of the devices everyone can acquire.

The same tendency holds true for TV. Some programmes are now broadcast through the Internet while many TV series are sold on DVD and through online media stores. Cellular phones in some counties can receive digital TV broadcasts, and you can watch a pre-recorded TV show almost everywhere: on a laptop, a portable media centre (PMC) or even on a cell phone. Young consumers around the world embrace these new products as they remove constraints imposed by former technological limitations. The ever-greater ubiquity of advanced technologies, empowering virtually anyone to become a content producer, imposes further challenges to television studios and broadcasters. These days, with a digital camera, a few computer applications and a distribution website-like you tube-anyone can create their own content and spread it to millions.

Advertising in 21st Century

In this 21st century the information technology, digital technology, nanotechnology and wireless technology are accelerating at breath-taking speeds (Pelletier). The important of these technologies lead to the especially the Information and Communication Technologies (ICT) which include computers, tablets Smart phones, Software applications and Internet had bring the society to the Third Industrial Revolution the 'new economy' or the 'information age'. In this information epoch, human relies on technological devices in their daily life as these technologies bring tons of conveniences to them.

Now days communication between people with people highly through the social network sites, it had became a part of life for people around the world. Generation Y try not to purchase the printed newspaper but choose to get the information from the online media platforms (Lee, 2010). Generation Y uses of social media and blogging services to get the current issues or news and paid attention on the non-news information online. Consumers views news through online make the advertisers to re-strategized their action and have to shift the focus more deeply in to online advertising (Gary Graham, 2010).

As of 2012, newspapers accounted for 19 percent of global advertising revenues, television 40 percent, Internet 18 percent and other medium accounted for 23 percent. Zenith opti-media suggested that newspapers account for almost \$100 billion of global advertising, though this number has been dipping downwards. North America itself accounted for 72 percent of the decline in the total value of global advertising revenues.

Figures available from Zenith opti media and advertising associations also show that the combined value of digital media advertising is only 2.2 percent of all press advertising.

Advertising on Internet increase the importance and opportunity in the long term. Website research companies forecast an increase in value of \$22 billion US dollar in year 2004 in the internet advertising medium (Ulrike Gretzel, 2000). Most of the online advertisements are created by the website design company and minority advertisements created by the company selves own. Successful advertisement on the website needs a lot of innovation idea and concept compared to the traditional advertisement which only putting banners with simple description and design. However, the basic knowledge of traditional advertising is needed before venture in online advertisement industry. Online advertisement not only a basic advertisement medium, but it also becomes a flexibility information representation, collaboration, interaction and transactions (Ulrike Gretzel, 2000). In order to support that, online advertisement is built to be easily customization so people will more easily adopt with ads (Ching Wang, 2002).

Traditional advertising models is opposite with the online advertising. Traditional advertising medium for example television control the audience and force them to look over the advertisements. Online advertisement mostly needed the permission



from the consumers by giving the opportunity to volunteers. The volunteers are more likely to pay attention on the advertisement they are look into before purchasing (Ulrike Gretzel, 2000). The Online Advertising Expenditure Report (OAE) shows that traditional advertising market is softening while the online advertising is showing 10 percent on a year stable growth. The statistics shows that more advertisers are noticed the changes in the advertising trend from general advertising to online medium (Writer, 2012).

The advertisers start to target heir customers through the hottest social platform but not only focus on normal internet websites. Study about the User's perception towards online social network advertising can let the advertisers have a better idea and direction on what advertisement should they offer in the online social medium and how they can successfully target their customers so the customers will spend some times in viewing of the advertisement.

There is study on the evolution of marketing on how marketers and advertisers can have a better connect with the consumers through communicating and developing strong connection relationship between companies and ever-adapting consumers (camp bell, 2010). The study found that positive behaviors of human being towards the advertisement will be more easily persuaded by the particular advertising and take an action towards the advertisement. Most marketers advertise the advertisement without separate the internet users into targeting groups but combining them together even the advertisement is globalize. The study also focuses on the demographic differences and their life style segmentation towards the response in the advertising online (Yang, 2004).

There are few research focus on the prevention and avoidance of advertise on the online platforms. They found some prove that advertise on the online platforms. They found some prove that advertise in the online places include online social media will somehow bring negative effect in the user response. Some users just ignore on the advertisement and some are lesser trust on the advertisement online (Louise Kelly, 2010). Study found that there are the fact that the contents inside the online social network websites much more attractive than the advertisement. The study listed out the rapid increases of social media user's volume but there is only few respondents are target in finished of the study (Zelijka hadija, 2012).

Melding of Media in 21st Century

The melding of media means the content deliverables that were once owned by a specific medium are now fond on nearly all platforms – a shift that has helped create an increasingly participatory and fragmented media landscape.

The survey conducted in the late 2008 and released by Ketchum and the University of Southern California Annenberg strategic Public Relations centers, revealed, for instance, a steep rise in the use of shopping websites among consumers, doubling from 2006 to 2008 (17% to 35%). More revealing still, about half of those (44%) who visit shopping websites read consumer reviews and comments found on the site, demonstrating that these sites have transformed into virtual social gathering places and information destinations, rather than merely being a place to purchase goods. Consumers are placing more trust in the experiences of their online peers than they are on the retailers products descriptions, which is one example of the broadening definition of a social networking site.

This burgeoning participatory media landscape means media audiences are having just as much influence. If you look at sites like Amazon, for instance and read through the product reviews, what you will find is not only are people posting their thoughts via consumer-generated reviews but they are also responding to each other's comments. The effect is the creation of pockets of social networks found all over the web, "said Nicholas Scibetta (<http://www.Ketchum.com/2008> media survey bios). Ketchum partner and director of the agency's Global media Network Scibetta said "conversations among readers, information seekers and reviewers can be found on sites from established outlets such as the New York Times and The Huffington Post, to you tube, to the neighborhood blogger. We found in this survey is that; with the wide spread availability of such conversations, one lines that once separated mediums have now melded.

Jerry Swerling 2008 media Survey bios founder and director of the USC Annenberg Strategic Public Relations Center. It is a transformative time in which we are seeing outlets move from single media to multimedia. The ones that adapt most effectively will inevitably win out in this rapidly changing landscape.

The melding of media means consumers are using a wider variety of channels than ever before. New channels, such as blogs and social networking sites, are gaining more and more traction. The survey found that 26% of consumers use social networking sites, compared to 17% in 2006; conversely, the use of more established media channels continues to wane. The survey revealed that 65% of consumers use major network television news as a source of information (down from 71%, 2006).



Jerry Swerling said “as we have watched traditional mass communications give way to communications controlled by the masses, one of the greatest impacts of newer media formats, such as blogs and news feeds, is that they have given people additional channels through which to access established sources.” Swerling said, “All channels can now link with one another, allowing more collaboration and participation than ever.” The melding of media is also demonstrated in the actions of legacy media, which are continuing to embrace and implement the principles of new media conversely, the journalistic principles that underline news organizations- accuracy, timeliness, objectivity and so forth- will move to other delivery channels. Regardless of where we get our information, we want the source to be credible.

Conclusion

The revolution of technology had brought human in to a new living Style and it was so successful in becoming a part of human. Technology improvements bring conveniences in getting news, information and social with others. It shortened the distance of this world so we can get the newest news and information around the world in a blink of eye. At the same time, it is also easier and faster the connection and communication of people around through the online social networking.

The changing trends of advertising in 21st century are from the traditional ways which through the print media to the internet advertising and online social media network advertising. The huge volume of Internet users and rocket speed of increases on the online social network population are the main reason for the marketers to shift their advertising method. There have been many studies touched about the online advertising around the world but yet the studies on the online social network advertisement still very limited. The few studies in this area mostly research about the attitude of the users towards the advertisements and the negative effect of the online social advertisement. There was a need to test the user’s perception towards the online social media advertisement. The social media network is at the hot current issue and the online social media advertising just at the start-up level so many uncertainties need to be finding out for better improvement.

The commercialization of media and concentration of media ownership erode the public sphere and fail to provide for cultural and information needs, including the plurality of opinions and the diversity of cultural expressions and languages necessary for democracy. This occurs not only in the conventional media business, but is also beginning to affect the Internet.

Media in 21st century will have a full and daunting agenda that is how to facilitate the building of better systems of democratic governance in rural and in urban areas, how to cope with tumultuous mega cities, how to harmonize conservation with consumption. How to help make nations cohesive and how to make states more respectful of individual citizens and of human beings even as media and their audiences move onwards in to uncharted times of fascinating complexity.

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