



RECENT EMERGING TRENDS IN THE CHANGING COMMUNICATION SCENARIO ACROSS THE GLOBE

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Abstract: Emerging communication technologies can range from the obvious, such as smartphones and social media, to less commonplace or invisible examples like drones or voice recognition software.

Key Words: Technology, Communication, Internet, global,

INTRODUCTION: - Change us the law of nature. Everything on this planet as well in the universe is bound to change. Since times immemorial many changes have been witnessed in every sphere of our life. Thanks to the scientific and technological developments which have ushered in the new modes of our living. These modern scientific and technological advancements have led to global perestroika. But communication has undergone a tremendous metamorphosis, led by the emergence and development of cyber technology. All the traditional modes of communication have almost become extinct. With the advent of cyber technologies the entire world has become a family and the denizens of this globe have become the integral members of this family. Now with the advent of electronic mails, SMS, Whatsapp, Instagram and Facebook the messages are communicated within the wink of an eye. The rapid pace of acceleration and development has completely altered our life styles.

Technology has opened up new vistas. Many options are available to us for all forms of communication whether it is personal, professional or technical.

VIDEO COMMUNICATION – Video chats, messages and conferences are some of the important forms of communication that have totally altered the ways of communication. Now we can chat with our near and dear ones very easily. Video communication has become indispensable in every field whether it is personal, professional, commercial or for business purposes. The examples of video communication include –

- Skype - It is one of the most important ways for personal and professional video communication. It enables us to talk, share and exchange information very easily and rapidly.
- Facetime – I-phone for skype is not required for communication. Only another i-phone user is required to communicate via video.
- Apps & tools –include slack or cisco WebEx room bar as prominent examples of finest video conferencing. They prove very helpful in managing and increasing workflow.

How faster communication takes place – It began with the commencement of text message. Since then lot of improvement have taken place in the field of communication. Text messages can be sent within seconds. We can

also add images, emoji's and other effects to our family members and friends across the globe. I-messages can be sent if we have suitable I phones leading to the generation of new opportunities. Nowadays even messages can be personalized.

Other means of faster communication –

- FB Messenger – Facebook messenger app enables faster communication through which millions of people around the world can communicate very quickly, messages, videos and emoticons can also be sent.
- Voxer – it is like a walkie-talkie app. Messages can be sent as fast as a flash of lightening. It also enables us to send audio and video messages within a tap.

Cost communication effective - In the recent years we used to pay a large amount of money to various phone companies. Being out of station also led to the roaming charges. But thanks to Whatsapp which has redeemed us from this yoke.

Through Whatsapp unlimited messages can be sent. Group chats become very amusing. We can send messages through our web browser, call friends and family members. It also includes free international calls.

Social media – Social media has not only transformed the way of our communication but it has also ushered in many revolutionary changes in many ways like web browsing, our connection with other people and seeking the news. Through social media we are kept abreast with the latest news and we are always at tune with what is happening around the globe. Social media also enables us in to interact with our favorite Hollywood and Bollywood celebrities.

Twitter and Snap chat too ensure faster communication. Through Instagram we can also share many businesses, personal and professional information's.

ROLE OF INTERNET IN OUR PRESENT DAY LIFE

Internet plays a pivotal role in every sphere of our lives. Nowadays we can never imagine the world without internet. It is almost impossible to do any job without internet. It has brought a great revolution in the world of communication. We can order anything through internet without visiting the malls and restaurants. We can get access to the latest news simply within a single click to the newspaper. These days internet undoubtedly has become a large leviathan where the information on various subjects can be uploaded or downloaded. We can generate our own content and can become self-publishers, commentators and creators.

Initially the decade between 1980's and 90's encompassed the I.T. capabilities of universities and research organizations. Later on a large spurt of internet engulfed public entities, institutions and private enterprises covering almost the entire world.

The emergence of web 2.0 during the first decade of twenty first century fostered the rise of social media. Internet has facilitated the exchange of information and creation of the content. Not only this, the data is sent within no time through internet. We can now make online presentations, play many games and use of pictures, audio, video and text to share our real lives. Personal stories are publicized and local issues are globalized.

Through internet we can overcome social, economic, political and linguistic barriers and communicate freely with diverse people in the world making the entire globe a single family. The concept of "Vasudev-kutumbkam" (the entire world as a single family) is being realized truly. Through internet we can interact freely but it has posed very grave challenges to privacy and security.

The internet has totally transformed business, education, government, healthcare and even the ways in which we interact with our loved ones.

The internet has brought down all communication barriers and conceptualized the notion of “Communication Democracy”.

Mobile communication has too ushered in a great revolution in the internet. The mobile internet is the recent outcome.

Social media has totally altered the way of our interaction. In the sphere of business internet has introduced E-commerce. Moreover with the advent of internet technology broad-based political movements are gaining momentum.

THE INTERNET AND EDUCATION

Internet has opened up new vistas in educational sphere. It has enabled people to create and share knowledge and develop new ways of teaching and learning that stimulates student's imagination. Internet has generated boundless learning opportunities in the teaching-learning process.

We have witnessed that during Covid-19 lockdown, online education was provided to the students, where they received education in the congenial and safe environment of the home.

Students can also access libraries where they can consult different books, encyclopedias, journals etc. relevant to the area of their study.

THE INTERNET AND CULTURAL UNITY

The internet binds diverse cultures in the world in the bond of love, amity and friendship leading to the globalization of the culture. Moreover it has removed all impediments preventing cultural interaction.

ROLE OF INTERNET IN PROMOTING SOCIO-POLITICAL ACTIVISM

Citizens are now better informed and youths get opportunities to voice their opinions on the public platform. Internet occupies a prominent place in the electoral process. It is leading to decision making regarding the choice of the representatives leading to the formation of popular governments.

LATEST EMERGING CONSUMER TRENDS THROUGH INTERNET

E-commerce is playing a vital role in delivering goods and services to the people. These days consumers occupy the center-stage because the trends are now favorable for the growth of production according to their demands.

THE INTERNET AND THE ECONOMY

The growth of E-commerce via internet has boosted the economic development of various countries in the world. E-commerce has provided impetus to enhanced productivity and competitiveness even in the tough macro-economic predicament.

The need of the hour is that small and medium enterprises should use E-commerce so that further growth opportunities can be generated. More emphasis should be placed on technologies generating much more growth opportunities. Companies should internalize their online business.

ROLE OF THE YOU TUBE

You tube too has played a pivotal role in widening the horizons of our knowledge. You tube has enabled to disseminate and spread knowledge. It has become a primary source of infotainment (education and entertainment). The various videos uploaded at the You tube channels are not only educating and entertaining us but also creating awareness on various issues. But it is also producing an adverse impact as videos uploaded on certain channels are fanning communalism and terrorism which jeopardize our national integration.

But on the whole You tube has played a significant role in the fields of business, trade, commerce, and industry. It has covered almost all the day-to-day activities of our life.

COMMUNICATION CHANGES WITH TECHNOLOGY, SOCIAL MEDIA

New technology and social media sites are constantly changing, evolving and developing, which means the face of personal communication is also changing. These changes often mean people are having less and less face-to-face interaction. E-mail, texting, facebook, and twitter are just a few examples of mediums that have diminished verbal communication. Verbal communication has decreased dramatically from just 20 years ago, when most of the technology used today did not even exist.

E-mail is currently the most popular form of online communication. Texting has also increased dramatically since it first came about in the 90's and is now used for communicating more than calling. Sending messages through social media sites, such as facebook, is also taking the place of verbal communication. More than four billion messages are sent daily over facebook.

The use of other social media sites, such as Twitter, Pinterest, Instagram and LinkedIn has also skyrocketed, diminishing verbal communication.

HOW SOCIAL MEDIA AND TECHNOLOGY CHANGED THE COMMUNICATION?

These days the perestroika ushered by technology and social media has reduced face-to-face interaction. Verbal communication has been substituted by e-mail, texting, Facebook and Twitter. E-mail is the most popular form of rapid online communication. Texting too has gained a rapid pace.

The social media sites like Twitter, Pinterest, Instagram and LinkedIn have totally diminished verbal communication. It is clearly manifested that time spent on new technology and social media sites have taken over verbal communication and now verbal communication has become the thing of bygone era.

CONCLUSION

Communication has always played a key role in society. Individuals need to communicate in order to share ideas with others and to make important decisions. As the human race continues to grow and develop, the importance of communicating specific things at specific times has led to the development of refined social processes that aid in our daily routines and schedules. More recently, the rise of the internet and smart devices has led to an increase in social media availability and usage. Social media represents a significant technological advance in modern day communication as it connects billions of people on a single, unified platform. The optimal way in which we communicate has not fundamentally changed, but we have altered the method. People are becoming glued to smartphones and social media, leading to the detriment of face-to-face interactions which are being replaced. Although there have been a multitude of benefits with using such technologies, the impact of social media on society cannot be ignored.

It is no secret that time spent on new technology and social media sites is increasingly, immensely, creating less time for real-life interactions. Likewise, there is no doubt that as these numbers continue to rise, face-to-face and verbal communication will continue to decrease and possibly even become a mere trend of the past.

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