

AN ANALYTICAL SURVEY ON CONTEMPORARY COMMUNICATION TRENDS & ITS EFFECTS

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Abstract : In Communication is one of the important features of human being's life. without it, the life has no juice. This paper focuses on the various modes of communication in use and helps to understand which of them is the most preferred mode of communication among people of different age groups, cultures and races. Another aspect that this paper highlights is the reason why people tend to use a specific mode of communication over other modes. The objective behind this research is to identify the method by which most people can be reached and influenced. This will be useful in the real world to all those who want to connect to maximum people by their knowledge, marketing industry, global exposure influencers and spokesmen.

Index Terms: Communication, new communication trends, most preferred communication tool.

I. INTRODUCTION

Electrical "The Art of Communication Is the Language of Leadership". Language is an important part of communication. Communication begins with language, the idiosyncratic aptitude which has made possible the evolution of human society. With the use of any language any message and idea no matter how complex is, can be carried between people over imperfect distance - within a room or place of meeting, or across a short open space. In current times 'town criers' hold an annual contest to discover which of them can shout a comprehensible message over the greatest distance. The world record is less than 100 metres. Already, at that short range, a more practical alternative is to run with the message. In past long distance communication used to transfer message without words like the smoke signals, the bonfires, etc were used. But such devices are only capable of conveying very limited pre-arranged signals, such as 'danger' or 'victory'.

However the invention of writing and in precise of alphabetic writing marked a landmark in cultural growth. It provided humanity with a new means of communication that literally emblazoned in stone the spoken word. Communication could now distance both space and time. Space, because writing could be sent from one place to another. Time, because writing could reserve the words for generations to come.

Since the art of writing was exposed, nearly every form of writing material has been used. Some were proposed to ensure permanence while others were simple and inexpensive but temporary. In past, stone was mainly used for writing on permanent memorials and public buildings. The writing on stone usually requires the use of hammer and chisel. In present era, writing can be in a form of email, letter, essay, etc. as a mode of communication.

According to McFarland communication is, "a process of meaningful interaction among human beings. More specifically, it is the process by which meanings are perceived and understandings are reached among human beings."¹Newman and summer defined communication as "an exchange of facts, ideas, opinions or emotions by two or more persons."²Communication is a process by which Information, ideas, feelings, thoughts or emotions is exchanged between individuals or entities through speech, signal, writing or behaviour. There are two categories of communications: Verbal, which involves words being spoken and heard and Non-verbal, which involves actions and body postures. The Verbal cues of communication include use of words, talking and listening. The Nonverbal cues of communication include gestures, postures, facial expressions, etc.

In today's world, communication has become fast and easy. With the evolution of technology the means of communication and frequency has been changing rapidly. Since centuries, the most common method of communication being used has been Verbal communication which involves the speaking-listening process. However with the evolution of technology we saw gradual change in the methods of communication. On the invention of the Telephone Face-to-Face communication reduced. However the talking listening process was still being used. But with the breakthrough invention of the mobile phones, the process of listening speaking did not remain the only means of communication. Now through the new technique of messaging, the listening-speaking process changed into reading writing, that too with the touch of a simple. Hence with these ever changing technology it becomes necessary to find the most effective way to communicate and the latest trend of the method used for the same.

As we see there has been an immense change in the methods of communication. In the fast changing world where the technology is changing in a flash, it is obvious that the communication means and processes will change as well. Where once people had to travel miles just to see and talk to each other, technological advancement has brought a hurricane of change by making people sitting miles away to see and talk to each other in real-time. People are being drawn towards using advanced communication methods which have been covered in this paper.

Research Methodology:

A survey was taken as a methodology of the communication trends used by the common mass and on its basis analysis is done. the survey was conducted on people from different age groups, cultures and races. The observation of the ongoing trends re based on a small sample population of 100+ people, who represent on the whole the larger population.

The following survey was filled by the sample population taken in this experiment.

NEW COMMUNICATION TRENDS

*** Required**

1. Email address *

2. Which communication method do you use the most? * *Mark only one oval.*

- Face to Face
- Call
- Messaging (Phone's normal message)
- Applications

3. What application do you use the most in your daily routine for communicating with others? * *Mark only one oval.*

- Whatsapp
- Facebook Messenger
- Hike
- Alo
- Imo
- Snapchat
- Twitter
- Instagram
- Skype
- Other:

4. What Method of communication do u like in using your in favoriteapps.?* *Mark only one oval.*

- Video Call
- Audio Call
- Messaging
- Meme
- Stories
- GIF
- Tagging
- Sharing links

- Sending photos
- Doodle
- nudge

5. Would you prefer face to face communication over other means? * *Mark only one oval.*

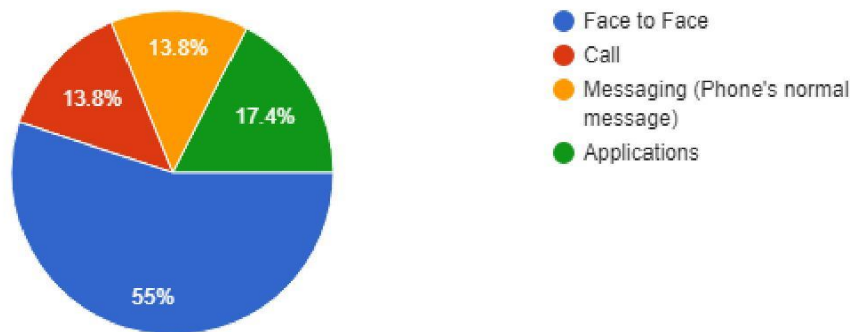
- Yes
- No
- Maybe

6. which tool of communication do you like the most? *

Observation:

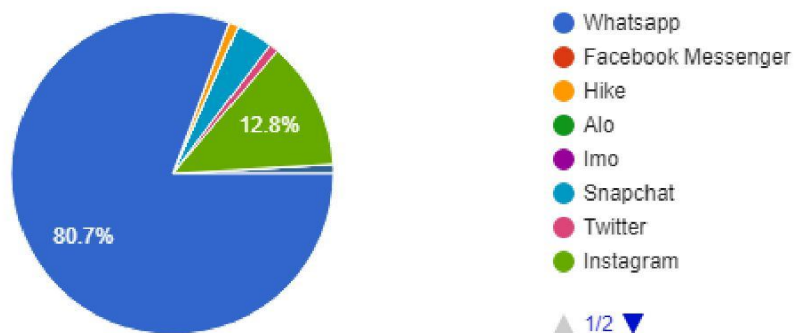
Which communication method do you use the most?

109 responses



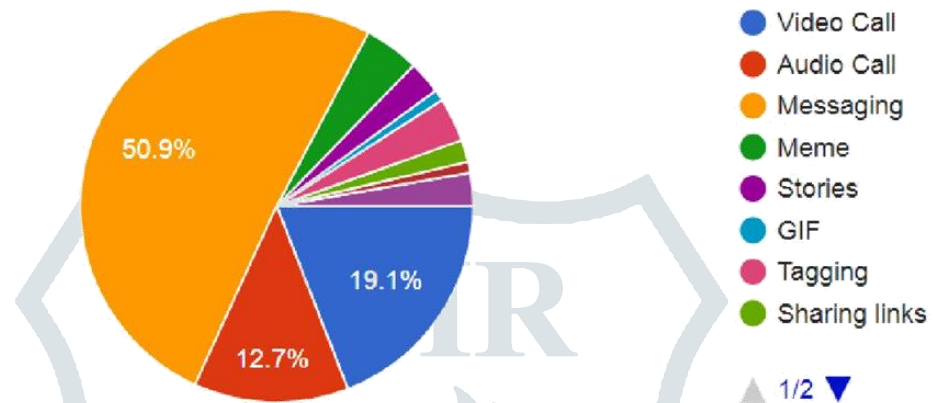
What application do you use the most in your daily routine for communicating with others?

109 responses



Method of comm. u prefer in apps

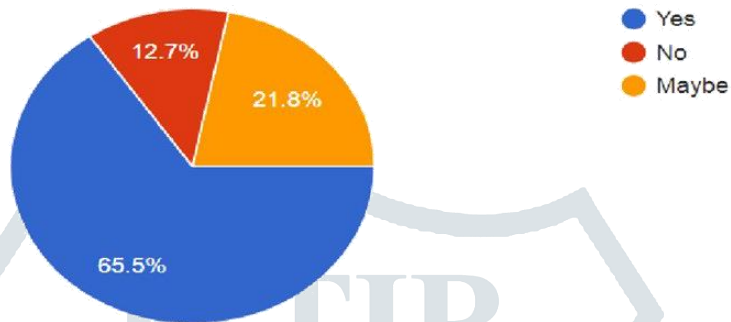
110 responses



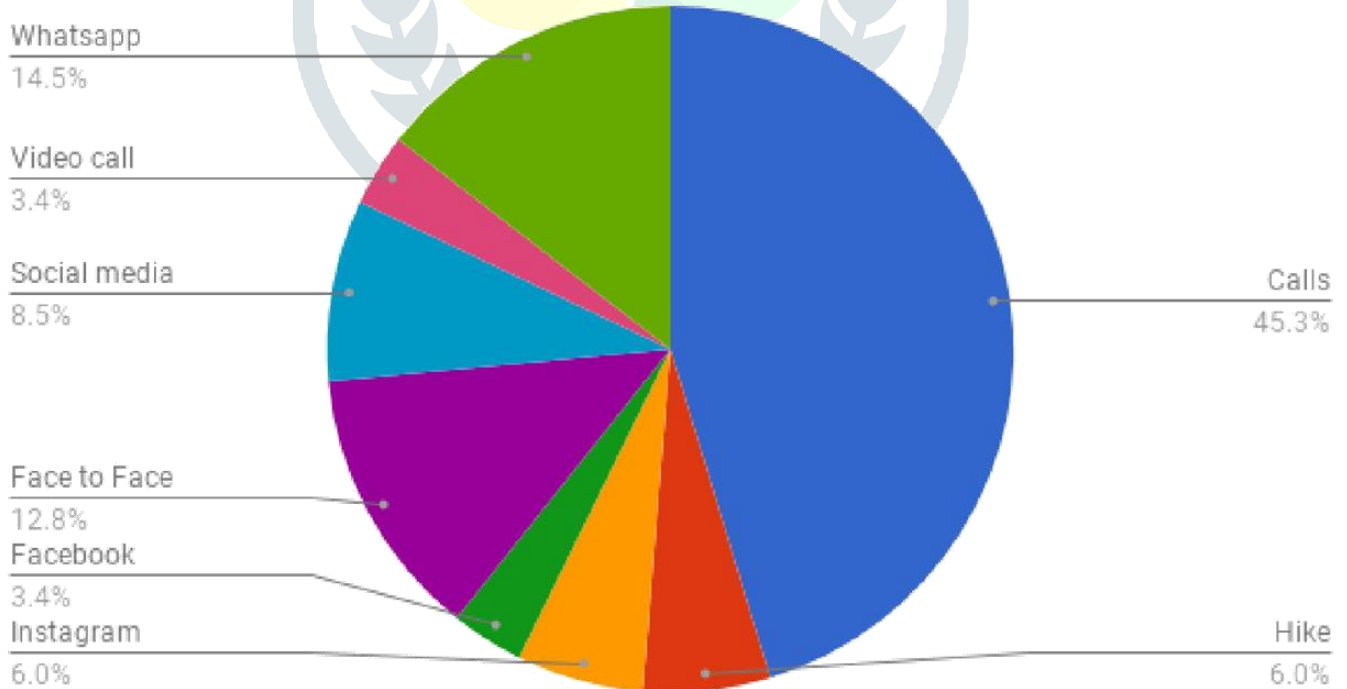
Method of comm. u prefer in apps		Top results ▼
Messaging		56
Video Call		21
Audio Call		14
Meme		5
Tagging		4
Stories		3
nudge		3
Sharing links		2
GIF		1
Sending photos		1

Would you prefer face to face communication over other means?

110 responses

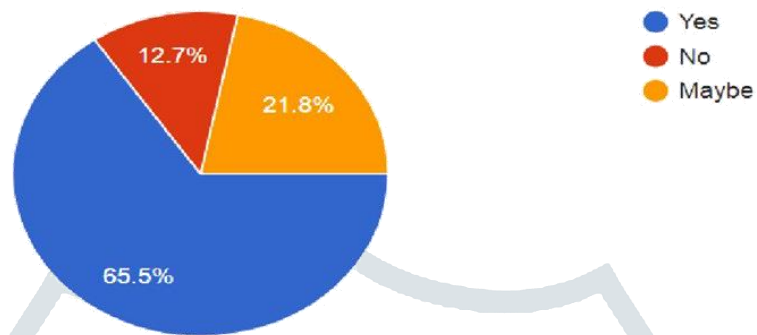


Which tool of Communication do you use the most?

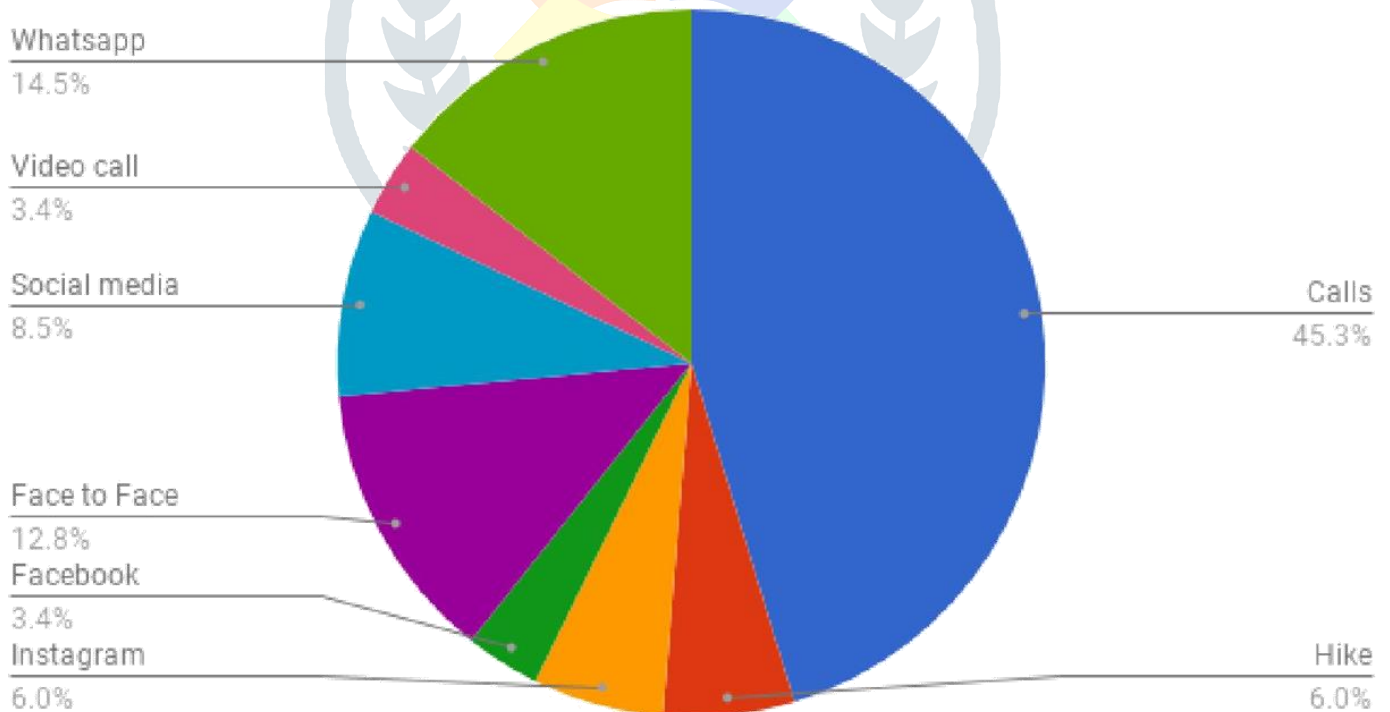


Would you prefer face to face communication over other means?

110 responses



Which tool of Communication do you use the most?



Analysis:

Analysis of the study shows that people are migrating towards e-communication rather face to face communication. However the mode and method of communication changes widely even for a single person as people use different ways for communicating with different people. Hence this study and analysis is only based on the preferences of people and frequency of the mode and method being used.

As we can see from the observation, Face-to-Face communication has decreased nearly by half with the evolution of technology. The other half prefers to use one or other e-communication over the ancient ways, either due to peer-pressure, either due to curiosity or due to the user friendliness have become addicted to using these applications for everything possible. Around 30% of the people now prefer using methods that which donot include meeting personally or using their voices for interaction rather than interacting directly. The maximum used method is Whatsapp. The most common messaging application. All you need to communicate here is a smart phone and your thumbs. People have migrated towards using methods that require minimum contact with the person. 20% use Video Calling to communicate. This can be the best substitute to Face-to-Face communication as ny this way, though you are geographically away, the communication that takes place is as effective as personally meeting. 13% people use audio calls to communicate. With this method, though the person is not visible to you but through your voice, its modulations, tone, pitch; the emotions get conveyed effectively. Also the grip over the language can be judged. 50% use messaging to communicate which neither requires the other person to neither hear the voice nor see the face. Yet the message gets communicated. This also depicts that the people avoid confronting others personally and can communicate only behind some kind of barrier such that the kinesics are not known by the recipient; which give a firm representation of the confidence, motives, transparency and values of the sender.

From the observation we can see that half the sample population prefers Whatapp over other means of communication. However, the other half prefers Face to face communication. Hence in order to reach out to maximum people the most effective way is to combine both the preferences and find a mid way; that is if they can see the sender but not be seen themselves and use one of the applications for it. The most effective way to do this is make videos/ GIFs and send it to people. In this way the recipient will not only notice the sender; the video will boost the confidence on the sender and hence the sender will be able to reach out in the most effective way.

Every revolution has two sides. The positive side of this is that it saves time, money and energy. With such rapidly changing trends, more people are able to get global exposure and reach out for help or advancement. Also, people can hide their weaknesses as the other person is not necessarily seen by the recipient. It helps widen networks and help create or find solutions for problems across the globe.

However, the negative side has a scarier picture. It is easy to get deceived as there is no or minimal direct contact with the sender. Again the confidence of people especially the new generation is decreasing due to minimal contact with people in the real world. In other ways it isolates the users. Endangered privacy of the individuals is also an outcome of using technology for communication. Cyber crimes are a new issue to this like cyber bullying, identity thefts, sorcery, etc. Excessive use of the technology has caused health issues in people like depression, anxiety, substance abuse, poor sleep, poor performance and even suicide. Last but not the least problem is Hate-speech. People can use hate speech or disrespectful behaviour which they would refrain in real life through social media. Also the content that people post cannot be censored and hence this inspires hate-speech.

References:

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