Mass Communication Technology as a Means of Social Change in Rural Life

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Abstract

Communication and Social relationships are closely related. Relationships in society are fostered through communications. Earlier people communicated through non- verbal medium, after that languages developed. In other words means of communication improved. Communication process involves sender, receiver and message. It is important to have a link between sender and receiver. There should be an understanding of the sent message. The message may be for an individual or a group of people. In rural areas many traditional sources of mass communication are popular even today. Various means of mass communication are invented which are faster to communicate even at a great distance. People use any media to communicate the ideas or messages which is known as mass media. This paper throws light on the facts to bring awareness among rural people about the convenience and advantages of novel mass media. This paper is an attempt to conceptualize the concept of Mass Communication Technology as means of social change in rural life. As technology is rapidly enhancing and many innovations are taking place, so it is important to understand how Mass Communication Technology helps in bringing social change among rural people.

Key words: Mass Media, Local Media, Folk Media, Global Village.

Introduction

The present generation is blessed with advanced technology. There are various innovations in all the fields of life. Today we have innovative devices to express views and ideas. All of these are being used by human beings residing in urban as well as rural areas. Rural society has been changing fast. Results of these changes can be seen; as change in structure, functions, relations and beliefs in society. The changes have been more rapid during the last two decades. Various aspects of life such as; education, industry, agriculture and entrepreneurship require proper communication. Telecommunication and Information Technologies were developed in advanced societies to serve their needs and interests. The new cheaper technologies brought about speed, efficiency and a non-polluting environment, so that messages can be conveyed to a large number of populations.

Mass Communication Technology

If communication is targeted towards the masses, it is known as Mass Communication. The term Mass Communication stands for dissemination of information, ideas and entertainment by the use of communication media. In context of rural areas mass communication technology may be useful in following ways:

Development Communication: Communication that accelerates the development process is known as Development Communication. It refers to the uses to which communication is put in order to further social, economic and national development. It awakens, mobilizes and educates people, safeguards their values and fosters national goals. Such as; to introduce about innovative agricultural practices, new government policies for entrepreneurship development, distance education, gender equality, schemes for people below poverty line and unemployed cluster of population.

Business Communication: The communication that occurs between business organizations or between business organizations and outsiders. This also takes place between employers and employees or between distributors and suppliers. Many of the dealings are possible online; rural people also use online trading.

Welfare Communication: Technology serves as an effective and powerful means for welfare of marginalized groups of our society. Government disseminate information regarding scholarships, fee concession, special guidance classes, right to information, right to education, policies in consumer forum, measures for protection from diseases, medicinal facilities for pregnant women, special facilities for single girl child, and various amendments in existing policies etc. All of these are available on internet by a single click on computer mouse.

In all of the above mentioned kinds of communication understanding is a function of good listenership, open mindedness and clarity of communication itself. Thus communication depends both on speaking or expressing and listening. Advertisements on radio, television, internet along with video clips are being used for mass communication. Mass Communication Technology provides opportunities of clear and faster messages.

Objectives

Objectives of the present paper are as follows:

1 To conceptualize Mass Communication Technology as means of social change.

2 To identify measures for promotion of technology along with folk media.

3 To analyze various advanced Mass Communication Technology with reference to social change in rural life.

Mass Media

The media which carry this communication to audiences are known as Mass Media. The media include those which use conventional as well as modern means of communication, such as; writing, printing, publishing, press telegraphy, television, film, videos, computer communication, video conferencing, satellite communication, advertising along with puppet show, folk dance, skits etc. Mass communication is a force with incalculable impact on today's world. Mass Communication may be at global level, at national level or at local level.

Local Media: Most early newspapers were oriented towards the population of particular localities and despite the rise to prominence of state or national media, local press have continued to comprise an important element of the identity of cities, towns and sometimes villages ever since. Similarly, there are multitudes of radio stations oriented towards particular local populations. Local media regularly facilitate and publicize face- to-face events within their locality, whether in the form of editorial coverage or by acting as a community notice board so that organizers can promote things for themselves.

Mass Communication and Cultural Context

Mass Media can't be imagined without its cultural context. Even prior to the establishment of instruments of mass communication, there was an effective system of mass communication in all the countries of the world. This system consisted of folk songs and dances. India has a rich tradition in this area. Even though the mainstream media is very powerful; there are still large sections of people who are not greatly influenced by it. Therefore, traditional folk media must be used to reach these people. Folk media appeals to them and touches them emotionally. Folk media is a source of mass communication as well as entertainment for them.

The Dream of 'Global Village'

India stands at the crossroads of choice-making in the new universe of technologies. A contextual assessment of the peculiar 'information needs' and 'information sensibilities' should moderate all pronouncements favoring a 'consumer- take-all' approach. The critique of the proposed "global information society" can only benefit

from a ground- up approach which favors the information 'user' as opposed to the 'provider'. The information, idea or message should be meaningful, relevant, useful and understandable by the receiver. Therefore messages should be framed in suitable forms and also should be presented by using proper approach.

Measures to Promote Technology along with Folk Media

The Government has taken several measures to promote use of technology in rural areas. Technology and with folk media both are useful to cherish values such as; valour, chivalry, hospitality, democracy, secularism and patriotism. Government should appoint personnel who can script songs, puppet shows and dramas to be prepared in the form of CDs. Arrangements should be done to display the prepared scripts on the screen during gathering as *jatras* and *kathas* sessions. Technological media can be used to present messages in the traditional format, so that rural people can be informed about the uses and benefits of technology. Care should be taken while using combination of media.

Conclusion

In Community Building circumstances, the telephone is not being used as a message-communicator, but as tool for the more fundamental task of maintaining relations. Geographically dispersed social systems rely upon mediated communications for their existence and their strength. At present we can see the differences in social relations, social structure and social beliefs due to awareness among people. Technology plays an important role and helps us to remain updated. The major disadvantage of innovative technology is lack of face to face interaction. Mass Communication Technologies will bring positive change, but we need to consider the social, cultural and political context into which the technologies are being introduced. Then we must determine the kinds of actions that help to bring improvements in communicative capacities and facilities into actual improvements in living conditions and ways of interactions.

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