



Emerging trends in Communication

*Deepika Verma, Lecturer, Dept. of Journalism & Mass Communication,
C.C.S. University, Meerut (India)

Abstract : *It seems pretty obvious that the use of technology in communication has changed the way we communicate. Now our personal network is no more local. Decades ago, we primarily spoke with our neighbors, nearby friends and family members. Now with the advent of technology in the field of communication, the world has converted to McLuhan's 'Global Village'. Emoticons have provided us a substitution of facial expressions. We can express a smile or frown by combination of various characters from keyboards without actually having to write it. Due to all these reasons communication through Social Media is often referred as lazy form of communication. To explore these facts a study is conducted on 100 students of C.C.S. University, Meerut. They were asked to fill a questionnaire which was specially designed to find out the changing communication habits in students after using technology in communication. Chi-square is used to evaluate the result. After analyzing the results it could be said that by the advent of technology in communication the basic communication habits is changing. Thus, we can say that the use of technology in communication has changed the overall process and definition of communication.*

Keywords: *social media, global village, off-line communication, device, emoticons*

INTRODUCTION

It is obvious that the current digital world has changed the entire dynamics of communication across all age levels; the way we work, the way we live, and the way we make and maintain friendships have so far taken a different twist. Everyone remembers that the advent of email literally destroyed letter writing and even the art of writing altogether. Email, SMS and social media communication tools have made irreversible impact on the way we write and communicate. We use the Internet for e-mail, with 150 billion messages sent per day, of which 69% are spam (Radicati Group, 2012). Today, many of us tend to be much more revealing in business and personal communications than ever before. Social media quickly breaks down personal barriers. Today, we can Skype our colleagues on different continents, use Twitter to track for global trends, manage our multiple email accounts from our Smartphone, coordinate with fellow professionals on LinkedIn, share photos and stories from last night on SnapChat and WhatsApp, launch a brand on Instagram, create a community on Facebook, stream our favourite global podcasts, get breaking updates from our news apps, order a taxi to the office with Uber and monitor our daily calorie usage with our FitBit. We use the Internet for social media, spending an average 3.2 hours a day on sites such as Facebook, where 500 million people log in every day; Twitter, where 175 million tweets are sent every day, and YouTube, where 4 billion videos are viewed every day (Pring, 2012). On Instagram, 40 million photos are uploaded every day and 1,000 comments are made every second, along with 8,500 likes (Valant, 2013). However, one of the newest social media eclipses its adolescent siblings: Snapchat users send an astounding 400 million photos and videos each day (Colao, 2014). Surprisingly, we can do all of these activities without even getting out of bed. Half of 18- to 34-year-olds check Facebook as soon as they wake up each day and nearly a third do so on their mobile phones before getting out of bed (Pring, 2012).

ISSN : 2348-5612 © URR

