

INFLUENCE AND IMPACT OF MULTIMEDIA IN MODERN SOCIETY

Nameer. M*

ABSTRACT

Communication is a basic need of today's society. A well designed and structured communication system is the back bone of a civilized society. Communication between peoples increased today there has lot of technique to established effect of communication. As we all know picture tells more than words...for an effective communication we can use different multimedia elements such as text, images, audio, video, animation etc. effective use of these multimedia elements give more impact on listeners or viewers. Learning and communication through these elements are more effective. There for multimedia communication is the biggest need in our modern age. In this paper intended to give an over view of multimedia in different field education, life etc. the inspiration behind this paper is to discuss different aspect of multimedia and its impact on our daily life.

Keywords: Multimedia, Learning, Education, Media, Communication, Social Media, Electronic- media

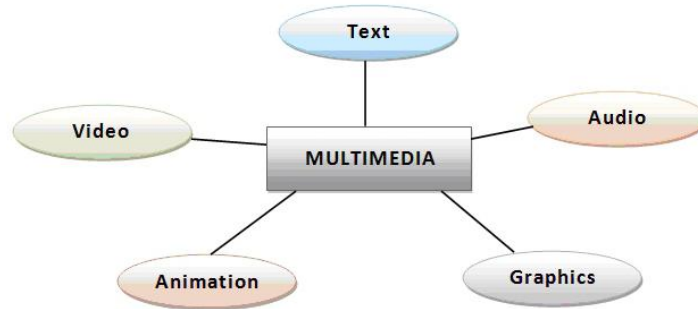
*** Guest lecture, Dept. of Multimedia Malabar college of advanced studies, Vengara, Kerala, India**

INTRODUCTION

Human communication was revolutionized approximately 500,000 years ago with the origin of language speech. Symbols were developed about 30,000 years ago. All of those inventions were based on the key concept of the symbol. 2500 years ago, as the age of writing began, we stand today at the beginning of an age of new information and communication technologies which will have a lasting influence on our culture [1]. In the earlier days man started communication in different ways Carving on Caves, Cave paintings etc. then gradually man invented scripts and learned how to write. This was a great discovery in the field of communication. But as the time passed everything gets old and older , our expectations and requirements increased day by day and as expected, this traditional writing technique is now not able to fulfil the increasing requirement of people. Now there is a need of new method for communication raised.

So illustration or use of different multimedia elements replaced the old one technique. Illustration means to create a picture or represent your abstract idea in a pictorial way. This innovative method opened a door to a new dimension in the field of communication. The man had just achieved the ability to use more than one channel at the same time for communication. This was the moment when the man becomes able to communicate through multiple channels and this was the beginning of the use of multimedia. With the invention of multimedia the existing communication system in the world is totally changed.

The literal meaning derives from the Roman word MULTUS, which means multiple or more than one and the 2nd word medium simply means a channel for information exchange [1]. In terms of exchanging information, the word multimedia represents a multidimensional way of communication. Multimedia means usage of multiple Medias to communicate. In other words multimedia is the combination of different media elements like image, text, audio, graphics, animation and video. Combination of all media elements makes the communication easier and understandable to the end user.



Elements of multimedia

But what is the importance of this technique today?

What is the reason behind this need?

What is the advantage of this technique?

These are the few questions, which will be answered in this paper.

In this information over loaded society education and communication became more and more complex, world become a global village the world in which we live is getting more compact with complexities . Large numbers of new principles are developing every day in different fields, that means the volume of learning increases and also it demands the high speed of learning. According to a survey, the half volume of world's complete medical knowledge becomes outdated after every ten years, and the overall scientists are producing 2000 pages of new data per minute [2]. The above mentioned survey shows the large volume of content to learn and need for high speed of learning. In the earlier days illustration is not popular has compared to nowadays. At that time concepts and principles of respective field are not complex; playing text is enough to explain these concepts. But today, we are getting a huge amount of information for a single concept. Scientific and proper method of analyzing is necessary for getting the core of the information. This digging process have to do in an uncontrolled stream of information flowing. Therefore understanding about multimedia learning and communication through this technology is essential in this digital age.

Today, we are living in an information era. The Information age is commonly known as the Digital Age. Multimedia communication is commonly known as interactive way of

communication. In multimedia communication information delivers with the help of multimedia elements in an interesting and creative way. That helps the learners to understand the concepts simply and effectively. Info graphics are commonly used in multimedia communication these large images are setup like graphs, posters, text, statistics, images, and chart that provide information.

INFLUENCE OF MULTIMEDIA IN VARIOUS FIELDS

Multimedia is a popular concepts in modern world. Influence of multimedia can see in every aspects of human life. We cannot think a day without the support of a multimedia communication technology. Television, mobile, computer etc. are the integral part of our daily life. Education, medicine, commerce, entertainment, governess etc. all these fields are run with the support of multimedia technologies in various computer assisted programs. That means multimedia have significant impact on our society.

1- Multimedia in education: In the field of e-learning

E-learning is now become the most cost cutting and effective way of learning [3, 4]. E-learning is one of the growing industries in the world. Internet based or computer based training(CBT) opened a new way in the field of education. Multimedia is the key element in the E-learning. Video tutorials, power point presentation, virtual classrooms, video conferencing are some of the popular methods in e-learning. All these teaching learning system run only with the appropriate use of multimedia elements like audio, video, text, images etc.

E-learning is fast as compared to traditional chalk and talk method in this method concepts are explained through visuals and the audio part is the human voice to support the visuals. These are the two parameters used together; this method gives more impact as a teacher to the students [5].

2- Impact of multimedia on children

This area can be divided into two sub-fields, and the discussion goes around these two categories.

The impact of multimedia on children below the age of 10

Childhood stage of below 10 years is considered as the most learning age of life. A child observes almost every thing that she/he sees or listen from the surrounding. Multimedia instruction method will enhance the capability of the child's cognitive learning, understanding complex concepts than before. When explaining some concepts to this age group in a traditional method amount of data which was lost while explaining due to the lack of imagination by the children. Because the child never the concepts before visually. But now, with the support of multimedia we can explain the concepts with picture sounds etc.without losing amount of data.

The positivity and negativity of this technique fully depend on the method of conveying it. If the learning ability is improving of a child, then it is a sign that the method is going in a positive way [6].

The impact of multimedia on teenagers

Multimedia is a vast form of communication that permeates every aspects of modern culture. Teenagers exposed to all sectors of media outlets from television advertising movies social networking sites such as facebook, twitter,whatsapp etc.it have positive and negative results. This age can be considered as the character and personality building age of a human being. In the childhood stage a boy/girl understand some concepts from the environment. In this stage, teenagers analyzing these concepts on the basis of previous knowledge experience and personal interest. Natural of information and medium of instruction are very important for this age. Multimedia enabled classroom atmosphere an interactive teaching learning experience will give wonderful experience in education for teenagers.

But if the natureand the method of information is negative, then the behaviour would be inconsistent, aggressive,unmotivated and all his/her ability, learning capacity everything will go to pot [6].

3- Role in media: Print and Electronic media

Modern media is no longer confined to radio or television show, news papers or advertisement. Instead today's media- from text to video and sound can be saved and send electronically. Using from desktop computers to small mobile devices. These electronic media has a powerful impact

on communication. The electronic media is the core field of multimedia and today media controls the way of thinking of people. Information and entertainment is the two major elements in today's multimedia communication. A well functioned media is the back born of a civilised society. We cannot even think a day without a television, radio or newspapers.

Electronic media such as radio, television are the members of each family. Informative programmes like news, current affairs and related programmes are the life blood of democratic society. Films, reality shows, music programmes etc. are the major categories of entertainment programmes we can see in today's television channels. All these programmes have regular viewers and well wishers. All the things which we see & listen from media slightly alters way of thinking. It gives a slight impact on the brain frequently. By the passage of time the man thinks what the media want from him. Today media has spread all over the world and its impact is less positive more negative.

Impact on social media

Social media are computer mediated technologies that allows individuals, governments, companies and other organisations to create, share and view information's, ideas, career interests and other forms of personal expressions via virtual communities and networks. Social media sites like facebook, whatsapp etc. Have great influence in today's society. People from different age groups are actively participating in social networking. Social media provides interactive virtual environments for communication. User generated contents such as images, comments, videos etc. is the life blood of social networking. This social networking provides a revolutionary change in communication without the barriers of geographical boundaries.

There are lots of negative effects of social media, one of the major thing is it leads to addiction. Spending countless hours on social sites can divert the focus and attention. Kids can also affect badly because some contents in social media contain violence and sex which damage the behaviour of a child.

CONCLUSION : In this paper we discussed an overview of some of the sub fields of multimedia and and show its importance in our daily life and education system. During this study

i understood that the influence of multimedia we can see in each and every aspects of modern world. Every field are directly or indirectly connected with multimedia eg: Education, Commerce, Governance etc. It is a complete tool for expressing your thoughts and ideas to someone in a better way. Multimedia has a significant influence and impact on our society in every stream.

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