



# Socio-Cultural Implications of the vast reach and content of Media Art as Applicable to the Current Times

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## Abstract

The article begins with a discussion of the challenges posed by technological pluralism and how humanity, globalisation, and the modern mass media play out via a multi-media approach at the turn of the third century. Then, the ideas and effects of new media technologies on communication are spelled out, including the internet, mobile phones, multimedia content, gaming and movement, portals, etc. In "Perspectives on Culture," topics like the influence of new media on traditional forms of culture are discussed. After that, we'll discuss why cultural studies are so vital and how technology fits into that field. This article aims to investigate the Communication Order(s), if any, currently in place, how well they have been received in different countries, and how they could contribute to the development of cultures while still allowing for the free and responsible use of the media. The digital divide—the difference between different user groups and the resulting lack of information sharing—is examined, along with the socioeconomic variables that contribute to it.

The report argues that this kind of division runs counter to the concept of a global community. At the same time, the question of whether or not globalisation can be achieved through the way of life of contemporary media usages is raised. The good and bad outcomes of media convergence are mapped out for online communities. As examples, we can also see how the traditional and functional conceptions of communication have subtly shifted into postmodern forms. The local cultures that emerge from distinct patterns of using new media, the identities that emerge from those usages, and the educational methods that emerge from using new media to educate, particularly about new media, are all examined. The possibility of establishing a Global News Agenda is tested in light of the examination of the nuances in thoughts and potential of media imperialism.

**Keywords:** Globalization, Technological Pluralism, New Media, Culture, Convergence.



### Introduction:

In the 20th century, humanity advanced at a breakneck pace. Then, incredible advances in science and technology reshaped the world and the norms by which people lived. The majority of the innovations that characterise modern living and indicate the possibilities for future development were developed throughout that century. As the world became more interconnected, some ideas spread to the developing world to the point of becoming irreversible.

The efforts of the mass media to educate, enlighten, and amuse people all over the globe have always been admirable. In their own ways, all forms of media have contributed to societal shifts in economics, politics, and culture. When analysed separately for their impacts and performances, these many forms of mass communication reveal that the emergence of every new form of mass communication is the consequence of addressing and rectifying problems with its predecessors.

Therefore, it's important to acknowledge that multiple types of mass media—high, midrange, and low—coexist and may be used to various fields. All forms of mass media should be seen as acceptable depending on the setting. One of the greatest challenges of the twenty-first century is the promotion of technical plurality.

Collaborative mass media, which includes computer-mediated communication systems, combines features of one-to-m

any information flow with many-to-many cooperative conversation to generate a new kind of media.<sup>1</sup> Internet, multimedia, portals, mobile phones, gaming, and animation are all examples of new media technologies.

**Internet as a Global Community :** In an uncontrolled electronic society, millions of individuals linked together compute on the "information superhighway" that is the Internet, a worldwide community of millions of interconnected computer networks. Tens of thousands of corporations, universities, and research institutions, as well as millions of individual users, are all connected to one another via this network of networks. Whether you refer to it as the Internet, the World Wide Web, or cyberspace, its impact on how we interact, do business, unwind, and live is undeniable. The internet, as a kind of new media technology, has altered the very definition of mass media.

In contrast to older types of media that only used printed or hand-made content, multimedia, another kind of new media, employs a blend of content forms from several media. Multimedia is any presentation that combines two or more media types, such as text, audio, still pictures, animation, video, or interaction. It also details the electronic media devices utilised for content storage and playback. Mixed media in fine art is different from multimedia. Simply put, "rich media" refers to any kind of media that allows for user interaction. The term "hypermedia"



may be broadly used to the field of multimedia.

The advent of mobile phones has fundamentally changed how people connect with one another over great distances and over long periods of time (Mörtberg, 2003). As a massive new medium of communication, mobile phones play a crucial role in the daily lives of today's youth, who rely on them not to stand out from the crowd but to stay connected inside their most important social networks. Adolescents can use their cell phones to avoid parental surveillance (Thompson and Cupples, 2008), show their independence from their parents (Fortunati, 2002), demonstrate their maturity (Steggles and Jarvis, 2003 cited in May and Hearn, 2005), and negotiate their physical and emotional space with their parents (Liccoppe, 2004, Williams and Williams, 2005). The first mobile phones appeared in India in 1995, and within five years, the market was expected to grow by a factor of five. As of October 2005, 68 million people in India used cellphones.

**Culture of Digital Communication :** The animation and gaming industries of today are examples of how digital cultural communication has boosted creativity and cognitive abilities to new heights. More than 200 nations now have consumers of today's new media technologies. The first commercial internet service in India went live in 1995. One million customers were online by 1998, thanks to the introduction of private ISPs. In 2002, India had an increase in internet penetration of more than 30 percent. Roughly fifty million individuals were using the Internet by 2005. India has the second-highest

number of Internet users in the Asia-Pacific area (excluding Japan), behind only China. The number of people using the internet in public places like libraries, universities, and workplaces has increased rapidly in recent years. Most of India's main news publishers are continuing their tech binge by combining SMS and voice portal services with mobile devices. These services allow users to get stock quotations, weather forecasts, horoscopes, news headlines, and cricket scores, among other things. Some Indian news outlets have also begun charging readers for access to their articles. According to a survey of 340 Indians between the ages of 18 and 25 across the country's five main cities, performed by Optimum Media Solutions (OMS), the media division of Mudra Communications, the Internet has become a viable media alternative among this demographic.

In India, several activist and environmental groups are spreading the word and promoting their concerns using online channels. For instance, during periods of interreligious strife, websites like SecularIndian.com have utilised the Internet to mobilise signature drives and advocate for peace. Tehelka.com, an Indian website, is a fantastic example of internet investigative journalism since it uncovered corruption in the political and military systems by filming defence officials receiving bribes for weapons sales. Concerning the usage of digital documents and digital certificates, the Indian IT Act- 2000 addresses these matters.

Revolution in Silence There is a quiet uprising brought on by New Media as a

whole. Professionals, businesses, household workers, those who consume news and information online, experts, and the general public all make heavy use of it. Online readers adore the e-books. Newspapers online are now widely acknowledged as a significant medium for disseminating news. Professional practises have changed as a result of the New Media's influence throughout the news value chain. Users of alternative media, activists, educators, scholars, government officials, and national policymakers are all possible audiences for news.

**Communications – Renewed Avatar :** Extensive research has shed light on its fast growing popularity, with thousands of devices adopting contemporary media standards annually. 'No other nation like India gives a clearer illustration of the importance of the new communication medium in the development, process by which a country transitions from an economy centred around agriculture towards becoming a knowledge-based society,' write Arvind Singhal and Everett Rogers (2001).

Innovations in media have impacted modes of communication on a worldwide scale. At the turn of the 2000, researchers from throughout the globe conducted many large-scale studies on the effects of new media, uncovering a wealth of fascinating information. One research revealed that people like online advertising because it gave them the impression that they were in charge of what they saw and because it provided easy access to a wealth of information. They felt their experiences were elevated by the inclusion of visuals. One another

research finds that having access to the Internet boosts academic output. According to research conducted in the Asian country of Thailand, online connection between students and teachers is minimal.<sup>5</sup> Faculty respondents saw the Internet as an educational communication tool, but student respondents did not have the essential abilities for interacting online. The research indicates that students' usage of the Internet is hampered by issues such as technological challenges, language obstacles, and cultural differences.<sup>6</sup> Another study of college teaching found that students used higher-level cognitive processes (Bloom's taxonomy) in these classes. Research into the viability of online research projects highlights the importance of widespread computer access, instruction in Internet use and information evaluation, faculty involvement, and faculty-librarian collaboration in encouraging the responsible, informed, and appropriate use of the Internet for academic research. Saxby (1990) argues that globalization's effects on business practises, product development procedures, manufacturing processes, and even how people socialise, vacation, amuse themselves, learn about the world, and exchange ideas and information are far-reaching. According to Wiseman (1998), "time and space have been so dramatically compressed that distant actions in one corner of the globe have rapid and significant consequence on people and places far away?"

**Impact of Prolonged Internet Exposure :** Our daily lives are often influenced by the policies of other nations, whether directly

or indirectly via Internet (Grieg, 2000) or cities like Paris, London, Milan, and New York. Communication on a global scale enables a diverse range of international connections (Cairncross, 2001).

It is possible to develop romantic feelings for someone you've never met in person online (Wiseman, 1998). Every minute, individuals all over the world engage in international commerce via websites like eBay, which bring together buyers and sellers from countries as diverse as Argentina, Austria, Australia, and Belgium (Ebay, 2004). Technologies have changed the way people talk to their loved ones. You feel both connected to faraway people and places yet lonely (Wiseman, 1998).

As a result, a new kind of global community has evolved, one that is exerting more influence in diplomatic circles (Garson, 1995). The fax machine, telephones, worldwide publications, and computers have made it possible to keep in touch with people from all over the world, regardless of time or distance. Relationships in communication are no longer confined to a single location, but rather exist everywhere. Now more than ever, individuals all around the globe may have access to secondhand information about not just the world at large but also the culture in which they find themselves (Greig, 2000).

People will be able to use technology like computers, fax machines, amateur radio, packet data satellites, video cassette recorders, and video cameras to communicate without interference from governments or multinational businesses, thanks to decentralisation in these areas

(Wiseman, 1998). They are decentralised because information flow is democratised, power structures are dissolved, and horizontal as well as vertical communication is simplified (Frederick, 1993).

Global news organisations are shifting their focus to local content rather than global, homogeneous news, reflecting the belief that companies and technological advances, rather than governments, will create the future internet age (Reshaping World Communications, 2004).

### **Changing Culture and Interrelationships :**

According to its etymological definition, culture is "a collection of habits that has been developed through sustained effort over time." The culture of one period does not have to be the culture of another. Cultures are the sum total of the many ways of life followed by groups and civilizations across various geographical locations. Words like "corporate culture," "media culture," "mass culture," "cultural hegemony," and "work culture" all have their roots in modern lifestyles.

In his book *Culture and Anarchy* (1869), renowned literary critic Mathew Arnold writes, "Culture knows that the sweetness and light of the few must be imperfect until the raw and unkindly masses of humanity are touched with sweetness and light." 'Gentleman' is synonymous with 'Cultured' in the eyes of Cardinal Neumann, another authority on society and culture. Emerson, a famous poet and lyricist, considers one's cultural background to be a badge of honour. Works by T.S. Eliot Indian culture may restore a man's lost innocence and cleanliness, as seen in his notes towards

the concept of culture, when he thinks that machines and technology have sickened his life. Discipline, a respect for time, and a strong emphasis on personal freedom are hallmarks of western and European civilization.

The adage "what if poor world wise, we are very rich spiritually and culturally" is said to be true for the economically weak and backward. Indian poet and cultural philosopher D.V.Gundappa argues that success in cultivating a culture requires suffering and sacrifice. India is no exception to the rule that eastern cultures are founded on the values of community, tolerance, and harmony.

Traditions and practises that are observed by a society are also part of its culture. However, in the present setting, such an outlook muddies the debate over the cultural effects of new media technologies. In terms of scholarly discussion, it is the new media culture that affects people everywhere in their daily lives. All forms of modern media are inherently global in their scope, accessibility, communication, change, advancement, and development. This is why the debate is included in the aims of the research.

### **Impact of technology on Cultural Settings**

: By the turn of the 21st century, urgent changes brought about by advances in technology had imposed new ways of life on everyone, requiring everyone to adapt or perish. Existing cultural practises have become muddled, and many of its aspects have experienced profound shifts as a result of changes in people's way of life. To forestall paranoia and mistrust, it is necessary to conduct rigorous

investigations of cultural shifts. Surprisingly, non-elite urban middle-class males who are devoted to prior family arrangements continue to utilise new media. There is strong evidence that institutions play a crucial role in anchoring the fit between cultural orientations and institutional structures, as seen by the remarkable continuity of non-elite and their gender culture in the face of new meanings given by foreign media. Many contemporary social theorists place a premium on the interconnectedness of society's meanings, norms, and values with its organisational structure. However, modern theorists seldom weigh the relative relevance of cultural and structural aspects in explaining phenomena.

"consistencies across individuals come less from common inculcation by cultural authorities and more from the common dilemmas institutional life poses in any given society," writes critic Swidler. The globalization-induced shifts are more likely to come from the shifts in the underlying structural realities than from the introduction of new cultural meanings. New media's potential impact on regional and individual lifestyles and cultures is immense. It is more important to address some crucial issues relating to the relevance of some practises under new media that seem to pose risks or dangers on living patterns, organised living, international understanding, and consistent, comfortable survival of the earth than it is to study the existing effects of the new media on societies. As a result, this research examines the efficacy of Global Communication Orders and the

absence of an all-encompassing communication strategy in India. Changes in technology and society have led to a widening of both the Digital Divide and the Knowledge Gap. The implications of new media on regional and national identities and the trend towards cultural globalisation are studied. This research takes on more significance in the postmodern era, when technology and the media seem to have formed a nexus that is waging a virtual war on humanity. Even if humanity is to blame for the present predicament, it often seems like a battle between robots and humans. So, no one else except humans should be on high alert to keep their technological advantage and their understanding of cultural norms and lifestyle choices intact. Now is the moment to evaluate the current state of affairs and methods of operation critically in order to provide guidance consistent with human goals.

**Critical Analysis :** When it comes to the interaction between the government and the people, the Internet has created a wealth of opportunities for information in the public domain.<sup>9</sup> Today's new media didn't just appear out of nowhere. There were many stages to this convergence of media. It's likely that the rush in communications satellites in space was the first step in the trend towards media consolidation and proliferation. It was a crucial step in the development of electronic media, particularly television and radio. There were sudden and unexpected shifts in format and subject matter across the print media as a result of this flurry. Most importantly, the development of new media technologies

crystallised the concept of media convergence as it exists now. <sup>10</sup> Convergence is expected to have far-reaching consequences for society at large. It has both positive and negative impacts; the latter, particularly on cultural aspects, remain debatable. The convergent media has had a significant and often decisive effect on both urbanisation and industrialisation. It's becoming more difficult to bridge the gaps between the various cultures. Due to the demographics of today's media consumers, storytelling has devolved into a kind of entertainment. The original goal of mass media, which was to inform the populace, has now been pushed to the background. Most audience reach studies reveal that people mostly use media for leisurely purposes. Media in the modern day has been reduced to the status of a plaything.

**Metamorphosis of Media and its Societal Impact :** Surprisingly, all forms of media in India have flourished at the same time, managing to do so while contributing as little as possible to the country's budget. Unpredictable expansion is the tale of media development. When mass media reached India at a time when socioeconomic conditions for most Indians were very unbalanced, it had much more negative consequences than positive ones. When Indian society was plagued by a lack of scientific understanding, social inequity, and blind beliefs, the paw prints of the powerful mass media were all over the ground. The scientific equilibrium was quickly upset. In the guise of media engagement, technology was pushed on this community with little literacy. It's



been like this, more or less, for quite some time. Indian audiences and customers were entranced by the power of cinema, which was at the time considered an unimaginable form of mass communication. Because of the shock, I developed an emotional bond and gave in to the media. The Indian film industry made excellent use of the circumstance. They made money by incorporating elements of Indian mythology [a blessing for this technology] and succeeded in turning their viewers into devoted worshippers of the silver screen. Themes including Kalingamardhana, Krishna, Ravana, etc., began to appear in popular culture very immediately. Even now, advancements in multimedia, animation, and other forms of new media have made it much simpler to bring these kinds of effects and levels of quality to life in character creation.

Although radio has always been a personal medium in India, the country's development of the medium was haphazard for decades. Although FM stations have helped revitalise radio in India, the country is still far from realising the potential scale of its community radio services. The properties of this auditory mass media have been brilliantly blended by New Media, providing several avenues of development such as internet radio.

High-quality entertainment was available just inside the bedroom door in the form of television. People were attracted by films like Ramanand Sagar's Ramayan and B.R.Chopra's Mahabharata despite the fact that they lacked the visual literacy required to comprehend the visual dynamics of mass media. The powerful

electronic media of today makes extensive use of New Media Technologies. IP-TV, HD-TV, etc., are now mainstream technologies. Today's media convey two polar opposite types of messages. One kind is the really serious one, which does have relevance and importance to people but is depicted in an uncalled-forly spectacular way because it is serious. The other is a lot less serious and verges on being silly and cheap. There may not be as many computers, televisions, television channels, etc. as there seem to be in our post-technological information explosion world. The Indian people's capacity to adopt new ways of life is one of their greatest strengths. Some affects are also merely temporary. But the global media has already done enough harm to some aspects of Indian culture. Everything from the spoken word to the way of thinking to the fashion and way of life has been uprooted and rendered obsolete by time and development. The only places where these impacts may be seen are in cities. These impacts are concentrated in urban centres and fail to permeate more sparsely populated regions. Various barriers prevent so-called media culture from even reaching the rural population.

#### **Reportage of Media in Developed Nation**

: It was meant to answer the issues of the past, but its impact on the functioning of the mass media was minor at best. Reporting on events and topics by media, especially news agencies in the developed world, was judged to be skewed, biased, or lacking in empathy for the general public, according to the opinions of the various 3rd-world countries. The news reports' views of any subject lacked depth



of expertise and a connection to the local culture. As a direct response to these inequalities in the flow of information, countries in the global South established their own indigenous news agencies and independent press organisations. Because of their hard work, we now have AWWA, NAPWA, MENA, and so on. The industrialised countries clearly wanted more money in the long run. The WARC [World Audio Research Conference] - Summit organised by UNESCO and its subsequent repercussions between 1976 and 1982 provided new insights into the operation of the media in developing countries. McBride, in his commission report, supported UNESCO's demand for "many voices, one world," which emphasised the need of fair and truthful reporting.

For LDCs, a free flow of information devoid of any biases based on technology was still a long way off. The attempts of the third world to develop well-channeled systems for the flow of media information were sidetracked by propaganda agencies like the BBC, the psychological military warfare launched on the III-world by Hollywood 007 films, and its cutthroat market. During the cold war, the media was also widely employed as a tool of propaganda. An early glimmer of promise brought by communication satellites' introduction to media functioning was quickly obscured by the subtle, deceptive techniques of the media of the industrialised countries. The media's streamlined reporting procedures were muddled due to these countries' concomitant development of supercomputers and spy satellites. The

ITU was established not long after to provide uniformity in space use. It's a major shift in the postmodern situation that the New Media technologies were first developed for military uses, but are now being adapted for use in the media.<sup>12</sup> For the world's poorest countries, it exacerbated the digital gap even more.

**Detailed Policy Respective :** Press freedom and the rights of professionals must be protected. However, the trust of the public is also crucial, and the media shouldn't overlook that. There should be a genuine symbiotic connection between the media and the community, with the former being mindful of what to provide and the latter of how to nurture. So, every country has to have some kind of communication strategy in place. The McBride Commission report reaffirmed this. The lack of a communication strategy combined with the unchecked expansion of the media in countries like India would have devastating implications on the credibility of the country's news outlets. Before the aerial invasion, Indian television served as a propaganda engine for the central government.

The trifecta of amusement, knowledge, and instruction is essential in any dynamic setting. Policymakers in India operated on their whims and fancy rather than understanding the relevance of a policy, which had a significant negative impact on the development of the country's media business. This might happen again in the future with the New Media if we don't have strong cyber laws in place.

It's important to have a well-defined protocol for communicating

developments in a crisis. The development of new technologies and the maturation of audiences have both been hampered by the lack of a communication strategy. The national economy could be preserved, and media profits could be boosted, if only a policy with some of the riders or checks and balances were created. The guiding principle, therefore, should be regulation rather than control. The media's primary function is to shape future generations' priorities. Without direction, the country's defences will be eroded.

Another observation is that although the goals of one media are being accomplished to some degree, the goals of every new media entering the market will eat into the goals of the current media, preventing a seamless transition in the absence of a communication strategy. No mass media can survive in a cultural vacuum; this is a maxim put out by Wilbur Schramm. The success of India's many media outlets depends on a mix of national and regional [of the states] policies, given the country's rich cultural diversity.

So, in a dialogical society where participation is valued, communication serves not only commercial interests but also the common good. The impact of new media on this kind of interaction is enormous and remarkable. A study on the future of mass communication states, "Telephony development... is generally by and for the elite groups... primarily confined to the more modern and urban areas of society." However, rural India is rapidly catching up in the usage of technology, and the rural population is familiar with the exploitation of science. In

addition, not since the turn of the century has there been such a dramatic shift in rural way of life. Therefore, it is essential to track how the Internet and other forms of media are affecting people in rural areas.

A deeper understanding of mass communication's roles may be gained by a look at how its urban and rural users differ in their consumption habits. Conventions and traditions for meaningful living can only survive and be revived if we combine the lifestyle with the essential qualities of New Media.

Education in the media encompasses media literacy in all its forms, including awareness, behaviour, etc., and goes well beyond traditional educational institutions and scientific inquiry. The destiny of media education is far more bleak than that of higher education, which is still in need of nourishment.<sup>19</sup> Internet connection and computer labs are not readily available to students seeking a media education in most parts of India due to a lack of basic classroom facilities. Those who are really interested and in need of this technology are often denied access even if they live in areas where it is more affordable. The causes behind this include the social biases, the hierarchy, and the bureaucracy.

### **Conclusion**

The expansion of the media is outpacing India's ability to keep up with it in terms of its economy, education, and technology. Too many changes have occurred in people's conduct, thought processes, families, joint family systems, and clothing cultures in a short period of time, frustrating the human capacity for inquiry.

As a result of social networking sites, autosexual behaviour in the new media is seen as more acceptable; hypodermic female communication styles and magic-bullet male communication styles are found to inherently coexist in social networking. In contrast, issues like MMS abuse, excessive chatting, annoying text messages, hacking, porn, plagiarism, and e-mail bombing have emerged as major problems in today's society. The epidemic of AIDS continues to grow, despite the many efforts to curb it.

In the age of Convergence, the new media and its accompanying technologies—including the internet and mobile phones—have penetrated India without any kind of control or regulation, leading to widespread pornography and cybercrime. For Indians, blogging is akin to a kind of boasting.

India is placing its hopes on mobile phones rather than desktop computers to help close the digital gap in the country. In the past, India's sole access to global media was through facsimile, thus locals had to make up with literal translations. After losing its LPG market to FDI, Indian media saw its advertising income flow straight to international outlets.

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