NEW MEDIA AND LANGUAGE LEARNING

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Abstract

New media basically means the computational form and it rely's on computers for redistribution. This New Media also brings about change in the society, thus changing our lives. New Media has been extensively used to change the education system, organize, share cultural products, to bring change in working system, coalition built, and for communication. A less radical view is that people are taking advantages of the internet to produce grassroots globalization, one that is anti-neoliberal and centered on people rather than the flow of capital. Media always plays a very influencing role in our lives but as with the new media and this growing power it's impact is felt more .It has its effects in every aspects of our lives, but mostly it has influence the education system and taught us a new mode of learning. Education which earlier was centered in one room as now been conducted over so0cial media applications such as Zoom, Google Meet, Hangouts etc . This also helps the students to be focused as learning is made interesting with the power point presentations , slides, attractive pictures etc which in a black board was not possible. New Media has also opened many different scopes of earning money like through blogs, you-tube, selling online products etc. It has resulted in lowering the distance barriers as well. We can communicate with people from different countries through applications like Face-book, Messenger, What's-app, Hike and many more. Youth of our country spends most of their times over computers, laptops, mobile phones using internet which is most powerful and influencing new media in the present world. Elderly people who are not much used to with media are also trying to upgrade themselves through media. Life has been made easily with new media as everything is just a finger-tap away from us. New Media has given a new and easier aspect to ourlives.

Keywords: computational, education system, communication, Zoom, Google Meet, interesting, online.

NEW MEDIA AND LANGUAGE LEARNING:

Media are the communication outlets or tools used to store and deliver information or data.[1] The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising.

The development of early writing and paper enabled longer-distance communication systems such as mail, including in the Persian Empire and Roman Empire, which can be interpreted as early forms of media. Writers such as Howard Rheingold have framed early forms of human communication as early forms of media, such as the Lascaux cave paintings and early writing. Another framing of the history of media starts with the Chauvet Cave paintings and continues with other ways to carry human communication beyond the short range of voice: smoke signals, trail markers, and sculpture.

The Term media in its modern application relating to communication channels was first used by Canadian communications theorist Marshall McLuhan, who stated in Counterblast (1954): "The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists because they are art forms." By the mid-1960s, the term had spread to general use in North America and the United Kingdom. The phrase "mass media" was, according to H.L. Mencken, used as early as 1923 in the United States.

The term "medium" is defined as "one of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television."

Some examples of new media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.

New media are often contrasted to "old media", such as television, radio, and print media, although scholars in communication and media studies have criticized inflexible distinctions based on oldness and novelty. New media does not include analog broadcast television programs, feature films, magazines, or books – unless they contain technologies that enable digital generative or interactive processes Wikipedia, an online encyclopedia, is a good example of new media, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Social media or social networking services, such as Facebook and Twitter, are another example of newmedia in which most users are also participants

In the 1950s, connections between computing and radical art began to grow stronger. It was not until the 1980s that Alan Kay and his co-workers at Xerox PARC began to give

the computability of a personal computer to the individual, rather than have a big organization be in charge of this. "In the late 1980s and early 1990s, however, we seem to witness a different kind of parallel relationship between social changes and computer design. Although causally unrelated, conceptually it makes sense that the Cold War and the design of the Web took place at exactly the same time."

Writers and philosophers such as Marshall McLuhan were instrumental in the development of media theory during this period. His now famous declaration in Understanding Media: The Extensions of Man (1964) that "the medium is the message" drew attention to the too often ignored influence media and technology themselves, rather than their "content," have on humans' experience of the world and on society broadly.

Until the 1980s media relied primarily upon print and analog broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the Internet and video games. However, these examples are only a small representation of new media. The use of digital computers has transformed the remaining 'old' media, as suggested by the advent of digital television and online publications. Even traditional media forms such as the printing press have been transformed through the application of technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools. Andrew L. Shapiro (1999) argues that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources" W. Russell Neuman (1991) suggests that whilst the "new media" have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication". Neuman argues thatnew media will:

- Alter the meaning of geographic distance.

- Allow for a huge increase in the volume of communication.

- Provide the possibility of increasing the speed of communication.

- Provide opportunities for interactive communication.

- Allow forms of communication that were previously separate to overlap and interconnect.

Consequently, it has been the contention of scholars such as Douglas Kellner and James Bohman that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non- hierarchical debate pertaining to their social structures. Contradicting these positive appraisals of the potential social impacts of new media are scholars such as Edward S. Herman and Robert McChesney who have suggested that the transition

to new media has seen a handful of powerful transnational telecommunications corporations who achieve a level of global influencewhich was hitherto unimaginable.

Scholars, such as Lister et al. (2003), have highlighted both the positive and negative potential and actual implications of new media technologies, suggesting that some of the early work into new media studies was guilty of technological determinism – whereby the effects of media were determined by the technology themselves, rather than through tracing the complex social networks which governed the development, funding, implementation and future development ofany technology.

Based on the argument that people have a limited amount of time to spend on the consumption of different media, Displacement theory argue that the viewership or readership of one particular outlet leads to the reduction in the amount of time spent by the individual on another. The introduction of new media, such as the internet, therefore reduces the amount of time individuals would spend on existing "old" media, which could ultimately lead to the end of such traditional media

The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media.

Terry Flew (2002) stated that as new technologies develop the world becomes more globalized. Globalization is more than the development of activities throughout the world, globalization allows the world to be connected no matter the distance from user to user Cairncross (1998) expresses this great development as the "death of distance". According to new media has established the importance of making friendships through digital social places more prominent than in physical places. Globalization is generally stated as "more than expansion of activities beyond the boundaries of particular nation

states". Globalization shortens the distance between people all over the world by the electronic communication and Cairncross (1998) expresses this great development as the "death of distance". New media "radically break the connection between physical place and social place, making physical location much less significant for oursocial relationships".

However, the changes in the new media environment create a series of tensions in the concept of "public sphere". According to Ingrid Volkmer, "public sphere" is defined as a process through which public communication becomes restructured and partly dis-embedded from national political and cultural institutions. This trend of the globalized public sphere is not only as a geographical expansion form a nation to worldwide, but also changes the relationship between the public, the media and state.

"Virtual communities" are being established online and transcend geographical boundaries, eliminating social restrictions. Howard Rheingold describes these globalised societies as self- defined networks, which resemble what we do in real life. "People in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, gossip, feud, fall in love, create a little high art and a lot of idle talk". For Sherry Turkle "making the computer into a second self, finding a soul in the machine, can substitute for human relationships".New media has the ability to connect like- minded others worldwide.

While this perspective suggests that the technology drives – and therefore is a determining factor – in the process of globalization, arguments involving technological determinism are generally frowned upon by mainstream media studies. Instead academics focus on the multiplicity of processes by which technology is funded, researched and produced, forming a feedback loop when the technologies are used and often transformed by their users, which then feeds into the process of guiding their future development.

While commentators such as Manuel Castells espouse a "soft determinism" whereby they contend that "Technology does not determine society. Nor does society script the course of technological change, since many factors, including individual inventiveness and entrpreneurialism, intervene in the process of scientific discovery, technical innovation and social applications, so the final outcome depends on a complex pattern of interaction. Indeed the dilemma of technological determinism is probably a false problem, since technology is society and society cannot be understood without its technological tools." This, however, is still distinct from stating that societal changes are instigated by technological development, which recalls thetheses of Marshall McLuhan.

Media is playing a great role in the present situation, when the world is suffering from a pandemic situation of COVID 19 . We are all locked down in our houses to protect ourselves from the effects of Corona Virus, it is only through social media that we are connected with each other on a virtual platform and our daily lives are still carried along well. All offices, schools, banks, malls everything is kept closed for minimizing the effects of COVID 19 . It is only through social media that all our needs are fulfilled. A new situation or structure of leading our lives has started. People are being used to work from home where they generally do all the works assigned to them from, which early couldn't be thought of without social media. All the conferences are being held online, through video calling and with the high speed net service there is a proper interaction and share of ideas as well. Deals are being signed over social media. Even the discussions leading to finding the cause for Corona Virus is even being conducted over social media where doctors from different countries share their ideas and methods for omitting this virus from the earth. It has highly influenced the educational system, as said earlier. All the classes are being conducted online. Recording of teachers and their online presence has created a virtual classroom, where students learn and execute their daily school activities. This is the first time when any pandemic has hit the earth, in 1918 between spring and winter of the next year 'The Spanish Influenza' occurred . It lead to a massive damage of health of human beings. It swept across the globe killing an estimated 50-100

million people. The recovery of people from this pandemic was slow because the power of social media was not there. The disease spread all over the world killing millions but as the world was not united by social media therefore the discussion of the remedies were not don't and each country where segregated trying their only provided means to cure the disease. Whereas comparing this situation the scientist and doctors collaborate with each other all across the world and work together against this virus. The world is united and within four or five months of this virus the cure for this is found and being tested.

HYPOTHESIS:

Use of Social media is being swiftly increasing during last few years. It is not only being used by the working people but also there is heavy rise in the use of social media by the students or we can say in education society. Use of social media has created a positive impact on the society.

With the help of Internet all the social site and various applications are available which can be access easily, also allow users to converse and interact with each other, to create, edit and share new forms of textual, visual and audio content. It has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. As the time is passing by social media has started creating a negative impact by permeating today's society with millions of us engrossed, unhealthy addiction, in the latest happenings via apps such as What's-app, Face-book and Twitter .They create longer term friendships by being in touch online even when friends are no longer physically meeting. The paper tires to highlight how social media influenced our population and new methods of learning there is a need to know for the good and bad impacts of social media on our education sector as well as on our next generation and make a proper plan in both cases if the usage of social media is good or bad.

It's no secret that most students and teachers have smart phones and have used social media in education. In fact, there are apps and web tools that offer social media in an educational context. With faculty using a variety of software tools and free web applications to enhance learning, communication, and engagement, the use of social media is on the rise in higher education classrooms. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on social media place the control of learning into the hands of learners themselves. A growing number of research efforts have been made to support teaching and learning using a variety of social media tools. Social networking site for college students are been developed aiming at enhancing both collaborative study and social interaction. The research tells that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process. E-Learning, the social network sites handled the big problem by providing information to the educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding interactive side with a student, and make the participation of the students in the educational process which leads to an increase to attract them toward e-learning and to clarify the reason behind the attraction educated about social network site Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Face-book, Twitter and various social sites can help a student overcome the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. Using technology to accommodate students" different learning styles is not novel. The strength of social media applications is that they offer an assortment of tools that learners can mix and match to best suit their individual learning styles and increase their academic success. The social networking sites focus heavily on building online

communities with common interests or activities. Social networking sites also can help students develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement. Social media tools and networking sites encourage students to engage with each other and to express and share their creativity. Such personal interactions are vital to creating and sustaining a sense of belonging. As there are positive effects of social media there are some negative effects also. It is very difficult for students to accustom them in this new atmosphere of virtual class, there always stays the problem of internet connection and speed of the internet, voice breaking, microphone not working. We all were well known with the new media applications and its uses but we are not that thorough with the uses of it in our daily lives.

QUESTIONNAIRE:

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post.

Questionnaires provide a relatively cheap, quick and efficient way of obtaining large amounts of information from a large sample of people. Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical. Sample of the questionnaire:

 NAME:

 PHONE NUMBER:

 EMAIL ID:

 GENDER:

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DESIGNATION:

Answer the following questions:

1) Are you having online classes? YES /

   NO

2) Are you enjoying the online classes?

3) YES /NO

4) Are you facing any difficulty in the online classes?

5) YES / NO

6) Which site are you having your online classes?

A) Zoom

B) Google Meet

C) Google Hangout

D) Others

7) Which online platform do you choose for the easy conduct of your classes?

A) Zoom

B) Google Meet

C) Google Hangout

D) Others

8) Would you like to continue the online mode of education even after the pandemic isover?

   YES / NO

INFERENCE:

From the above survey conducted its was seen that most of the people where satisfied with the online structure of education. They were thankful to the media for making them connected with their schools and colleges. Education is a major backbone of the society and a complete stop to it leads to fall of the society. Out of the people surveyed about eighty percent of them were satisfied with the online mode of education and were ready to make it a regular mode of education even after the pandemic.

Certain advantages of online education have been drafted from the survey. They are as follows:

1. You can learn whatever you want!

You can pick the program of your dreams in traditional education, too, but that would involve traveling away from home, living in a completely unknown city, and struggling in an extremely competitive learning environment. With online education, you can take any program or course.

2. Comfort.

Forget about attending classes for hours, sitting in an uncomfortable chair, and suffering from back pain by the end of the day. You will not be bound to physical class session when you opt for online education. All lectures and needed materials are provided via online platforms, so you'll easily access them from the comfort of your home. You will not take public transport to get to campus, you won't have to spend money on gas for your car, and you won't have to get up early to get dressed for class… the list of conveniences goes on and on.

3. Easier Attendance.

If you live where it snows, you know how difficult it can be to get class when there's been a storm. You have to get up early, shovel your way out, navigate the icy roads and trudge across the freezing campus. Even if you don't live in a cold area, there are plenty of other conditions that can make it tough to come to class.

If you take classes online, attending is as simple as opening up your computer or tablet. No rain- soaked walks or hypothermic marches for you! You can learn from the comfort of your home or favorite coffee shop while sipping on a steaming beverage. Additionally, you can be flexible about when you get your work done if something comes up, like needing to take a child to soccer practice or attend a meeting for your job.

4. Improve Self Discipline.

Succeeding in online classes requires self-discipline. You don't have a teacher to tell you when an assignment is do. Your best friend won't call you on Monday morning to make sure you're working on that group project. You actually have to login and participate in the discussions to get participation credit. Being lazy or undisciplined will cause you to quickly fall behind.

By taking online classes, you develop stronger self-discipline, which often translates to other areas of your life such as fitness, work ethic and even relationships.

5. Easier Access to Teacher

In some ways, the distance is greater between you and your teacher because you're not sitting in class with them regularly. But in other ways, you have much easier access. When you ask a question in class, the professor has to consider other questions that need to be answered, the time it will take to answer the question and whether they even want to answer the question at all.

In an online class, you can email a teacher questions directly. When they answer, they can take as much time as they need to give you a thorough answer. They also don't have to worry about getting to someone else's question before class ends. So in this way, you actually can have moreof your professor's attention.

There was a group of people or rather student who were finding this online mode of education difficult as they were not being able to properly communicate with their teacher and convey their problems or queries. Their doubts regarding a chapter wasn't clear due the voice breaking or connection problem. Moreover many students where even found that they were not attending the classes and just for attendance they were logging in. Therefore like every aspects online also has its pros and cons.

GRAPHICAL REPRESENTATION:

Graphical representation refers to the use of charts and graphs to visually display, analyze, clarify, and interpret numerical data, functions, and other qualitative structures. The Graphical representation of the survey is given below:

Sales
- 1st Qtr
- 2nd Qtr

20%

80%
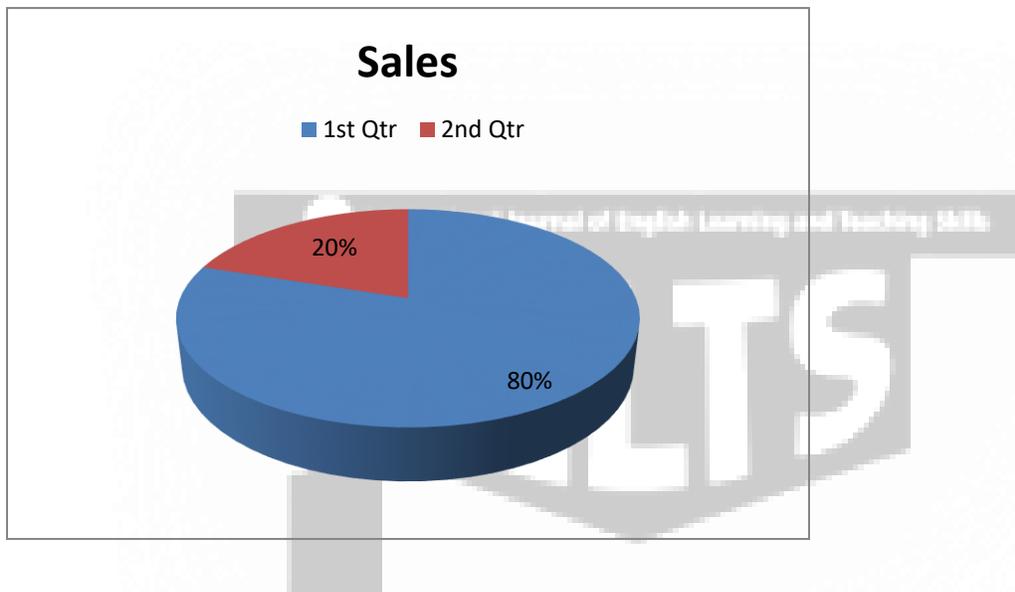
LIMITATION:

There has been many limitations in writing the paper. The first among them were gathering people for the survey paper and taking their reviews on the topic. During this Covid 19 situation to gather people for survey maintaining all the precautions .Well coming down to the limitations of online study was that we, as the students, cannot see the body language of the teacher and same for the teachers. There is often communication barriers in the class. As being a student, myself, I enjoy the benefits of online class, I face a lot of connectivity problem because India is still a developing country and the internet connectivity is not that smooth because some people may be using 4G connection while most people use 3G connection still now. Internet connectionis weak and costly at the same time.

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