

Role of ICT in Mass Media and Advertising

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ABSTRACT

Information and Communication Technology (ICT) is making rapid and long leaps in the field of mass media and advertising. With digitalisation enveloping almost every sphere in the Indian orbit currently, it's no wonder that the mass media has been quick to realise the importance of Information and Communication Technology. Not only that, it has not lost any time in adapting to the changing scenario and is one of the first and foremost industries in India that has witnessed the positive impact of ICT.

How has ICT contributed to the fields of mass media and advertising?

- 1. Technological development:** Technology changes every six months. And with the changes come more upgrades for the overall development of both – mass media and advertising. The internet has become a common man's shadow what with its ability to break news on the net even as a tragedy or disaster strikes. Or an event unfolds. Or a secret unveils. Its supersonic speed to deliver news, information and mass media content has added a totally new dimension to publishing, broadcasting and digital communication.
- 2. Citizen Journalism:** Everyone who has a smart phone today is a citizen journalist. It has added a new breed of untrained and raw but extremely enthusiastic bunch of citizens who are always on their toes to highlight the wrong (an overflowing garbage dump yard), document a precious moment (meeting a superstar), capturing a raging inferno (man-made disasters like the Kamla Mills tragedy) etc. Right from Whatsapp to Youtube, mass media and advertising have ICT to thank!
- 3. Convenient accessibility:** Today any one can download a single, an album or the latest Bollywood hits (even of an unreleased movie). All you need is an internet pack. The internet is the go to saviour for anything and everything on this planet. And even beyond it.
- 4. Low cost:** Endless music content can now be downloaded. About 15 years back, one had to buy a CD or DVD which cost around Rs 100 minimum at that point of time. News is always available through notifications. Even a missed television programme or an episode of TV serial can now be accessed at any time of the day. A pleasant development in this regard is also the fact that rather than wait for an hour-long reality television show to be telecast, viewers can now choose to watch it live. This has been a trend on Bigg Boss.
- 5. Advertising through the internet:** No longer do advertisers have to pay an obscene amount for advertising their products. The web is a very flexible and cost-friendly place to reach out to the target audience. Almost every company worth its salt has a website and enjoys an interactive relationship with its customers/potential customers. On the other hand, customers can now enjoy shopping for their basics and their necessities from the comfort of their homes.

6. **Database:** Advertising agencies now indulge in data warehousing and data mining extensively. This, in turn, helps to build a healthy company-customer relationship. The net is a friendly place for both these entities. It is also a great place for agencies engaged in public relations.
7. **Interactive media:** The media now treats its viewers/listeners/readers as partners in progress. Phone-in is an often used format on the broadcast media. Websites and applications of media organisations are used to keep in touch with the target audience.
8. **Easy working:** News agencies and other news gatherers can now update and research for their news stories thanks to the speedy updates on the technological tools of the present day.

Keywords: ICT, Mass Media, Advertising,

INTRODUCTION

Role of ICT in Mass Media and Advertising – This topic encompasses three vital components – Mass media, Advertising and Information Technology. While we all are aware of the functions, roles and importance of all of them in our regular lives, it is imperative to recognise the importance of the impact they have in our daily functioning.

So what is ICT? Information and Communication Technology to be precise. Broadly, it can be termed as the infrastructure and components that enable modern computing. In the absence of single, universal term or definition of ICT let's look at it as a general acceptance of all devices, networking components, applications and systems that together allow people and organizations to interact in the digital world.

ICT technologies also convey, manipulate and store data through electronic processes. The growth and more importantly, a change in the world for the better, has been so phenomenal that ICT is now being dubbed as the Fourth Industrial Revolution.

Not many would disagree with this. Look around. The internet, mobile phone systems, radio broadcasts, television systems – the list is endless. To the extent that even the local supermarket staff uses an ICT system to scan bar codes. Or your vegetable vendor accepts digital payment.

So what does this vast world of ICT hold within its bandwidth? The list is endless but it would suffice to say that the entire internet-enabled platform plus the mobile one in all its wireless glory are the first citizens of the ICT world. Landline telephones, smart phones, radio, digital televisions, television broadcast, and not to forget the very recent additions such as artificial intelligence and robotics.

The internet has made Planet Earth a global village. So we are now living in a global village using global (global+local) products and shopping across the world from the comfort of our homes. A physical absence is not a deterrent any more to chat up with a friend or relative in a faraway country courtesy Skype etc.

A 2014 data reveals "that Internet use continues to grow steadily, at 6.6% globally in 2014 (3.3% in developed countries, 8.7% in the developing world); the number of Internet users in developing countries has doubled in five years (2009-2014), with two thirds of all people online now living in the developing world."

No one would today disagree with the fact that ICT, in the present scenario, is the ultimate keystone of regular human life. A life not punctuated with some of the technological marvels regularly may be rendered dysfunctional.

LITERATURE REVIEW

Just like a television set and the radio before it, the computer/laptop is now an essential piece of furniture in every house. It stopped being a luxury long ago. Today it's a necessity. Ditto the tablet and smart phone.

Who would have thought as late as in the 70s and 80s that we would be walking around with a camera in hand every single day? Even the radio falls into this category. Don't forget the clock too. Many people have stopped wearing the watch because they check the time of the day on their hand sets. It's a sort of role reversal in this regard. The watch is now worn as an accessory and not as a necessity.

Let's define mass media first.

The Merriam Webster dictionary defines mass media as - a medium of communication (such as newspapers, radio, or television) that is designed to reach the mass of the people —usually used in plural

The Wikipedia states - The mass media is a diversified collection of media technologies that reach a large audience via mass communication.

The dictionary.com says that it is: any of the means of communication, as television or newspapers, that reach very large numbers of people.

As for the definition of advertising, although the common man is very well aware of its meaning, advertising has been defined as under.

Wikipedia states, Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.'

Dictionary.com defines advertising as, the actor practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

Advertising has been defined by Merriam Webster as, 'the action of calling something to the attention of the public especially by paid announcements.'

The Collins English dictionary defines advertising as, 'An advertisement is an announcement in a newspaper, on television, or on a poster about something such as a product, event, or job.'

In this context, it is relevant to understand the exact definition of ICT.

In a detailed explanation about ICT Wikipedia states, 'Information and communication technology (ICT) is another/extensional term for information technology (IT) which stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary enterprise software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information. The term ICT is also used to refer to the convergence of audio-visual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the telephone network with the computer network system using a single unified system of cabling, signal distribution and management.

Given that the ICT structure is an integral part of our lives and is not going to go away any time soon, it is imperative to know in what ways it has impregnated our lives. And of course, what the repercussions are likely to be.

The best people to understand this complex yet interesting format is through the people who were exposed to it as soon as they opened their eyes to the world. They use it more than anyone else. And for everything that runs their world. Considering some quotes as sample of thoughts and opinions of this generation from the celebrity folk of Bollywood. The results are quite obvious.

Kriti Sanon, actress

I think technology has only helped lovers come closer. A lot of long distance relationships have thrived due to this

Alia Bhatt, actor

Yes, technology plays a huge part in the so-called "modern-day romance". If you use it well, it can be a great Cupid but if you do foolish things with it (like break up) then don't blame technology for it.

Anupriya Goenka, actress

At the same time, technology is a blessing too, if used well, especially for couples staying apart. Also, I have seen some beautiful relationships blossom from online dating platforms.

Sidharth Malhotra, actor

I feel technology has strengthened the 'forever yours' bond. It has only made lives of lovers easier. The way people express love has undergone a transformation though.

Rajkumar Rao, actor

I remember in school, "love" used to happen via chitthiyani (love letters) and now proposals happen on Skype.

Rahil Mehta, Radio jockey

Today, we believe in flaunting our partner. Gone are the days when a girl/boy would hide her feelings for someone special. It's all out in the open for people to see. Now, everyone wants to Instagram or Snapchat every moment spent with their partner."

OTHER RELATED SECTORS THAT BENEFIT DUE TO ICT

Enterprise

E-commerce has fast taken over the business of business. It is in this connection that advertising benefits from ICT. Shopping online is the current trend. Amazon, Flipkart, Snapdeal, Myntra, Jabong etc are now multi-million dollar companies that sell out of no store. Yet they connect with the aam aadmi with utmost efficiency and loyalty.

ICT assisted business transactions help in the areas of marketing, customer service, product browsing, shopping basket checkout, receipt and processing the order. Even while the order is on the way, the customer can track it down.

Finance related services

Right from checking the balance in your account to opening a recurring deposit account to making a fixed deposit, banking transactions are conducted at the will and convenience of the customer unlike the scenario about a couple of decades back. Whether it's a NEFT payment or shopping online, the bank is now well ensconced in the heart of your palm. Buying shares, checking online transactions, operating the demat account, filing tax returns, the cyber world is blooming big time due to the contribution of ICT.

Books

The idea of downloading books to read them at leisure may have seemed far-fetched a few decades back but today that's the norm. ICT has done away with the fearful thought of 'Where to store the high priced and precious book?' Books today are stored in chips and micro chips of laptops, tablets and external hard disks. Book worms have never had it so easy and convenient for themselves. Book stores are a fast fading lot.

Movies

The internet is today a major source of entertainment. Movies have always been a major source of entertainment and it is exactly this weakness of the masses that finds solace in the internet. Movies can easily be stored to later viewing. Many daily commuters use a chunk of their travel time to catch up with the latest movies.

Public Service

The Narendra Modi government has brought in the digital revolution in almost all spheres of life. Online payments of utilities, booking movie tickets online, booking gas cylinders and many more uses of ICT can be listed in this category.

Education

This is probably the most evident avenue where ICT has made its mark. eLearning, lessons through Skype, online assessment of answer sheets and many more areas have made the academic sector an ICT oriented one.

Others

Online scanners have made electronic scanners redundant.

Look at digital cameras. No longer do you need the roll. The digital camera has made it a child's play to click photographs. No fear of spoiling a picture exists! And the number of clicks can be never ending. Unlike the roll that restricted the figure to 30 photographs per roll.

SO, IN WHAT WAYS HAS ICT IMPACTED MASS MEDIA AND ADVERTISING?

The generation of millennials believes in the maximum usage of gadgets and gizmos. This tech friendly generation is probably the most photographed generation with the least accomplishments.

ICT has heralded the advent of technological development of Mass Communication. The internet has, in the recent past years, delivered news and information with lightning speed. Publishing, broadcasting and digital communication have provided a convenient and low-cost accessibility to a wide range of information, education and entertainment. Let's look at how our daily lives unravel with the assistance of ICT.

WHAT HAS ICT DONE FOR THE MASS MEDIA?

Mass media can today control situations. Even as it unfolds, minute by minute, news is today available on a common man's fingertips. Several incidents of terrorist attacks and natural disasters can be recounted when the media has given a non-stop coverage enabling people across the globe to feed on the incident even as it happened. Example: The terrorist attack on the Twin Towers in New York, the terrorist attack on Mumbai's Taj Mahal Hotel, floods in Chennai and Mumbai... the list is endless.

NEWSPAPER:

1. Mass media has repeatedly shown its calibre and capacity to transcend the barriers of time and space. As mentioned earlier, the transmission of news is now a regular phenomenon even as it unfolds, be it anywhere across the globe.
2. The extent of media coverage now extends on a global level daily in stark contrast with the coverage that happened before the advent of computers in India. Then, not only was international news about a day old, even mofussil news used to arrive late by a day or two.

3. Independent media vehicles now encourage an interactive audience. Phone-in programmes are no longer a rarity, and most of the times, they are telecast live.
4. Viewers/listeners/readers are now a pampered lot. Most of the mass media vehicles now come with their own flock of sister channels or publications. Take Times Network for example. Even as Times Now, the news channels goes on a news hunting spree and dedicates its news segments to all the important news of the day, a viewer is also encouraged to log on to its website for detailed news. The Times of India that arrives the next day also comes in a digital format for the reader on the move. The entertainment supplement Bombay Times is a dedicated four to six page fodder on all information that is entertainment related. Add to that the radio station Radio Mirchi for all the mirch masala on Bollywood and its inhabitants. One cannot miss the Times App that delivers notifications with definite regularity.
5. Websites and apps of most newspapers now deliver news for their loyal customer base to any point across the planet. So, if a reader in Mumbai wants to read today's edition of The Hindu, the app on his smart phone or tablet will do it all. No extra cost. No extra effort.

How does ICT help newspaper companies?

1. Acquiring news has become faster and easier. No longer do media houses rely on the news sent by national and international news agencies. In this case, the media house could never take a stand on any ongoing event or issue. But now media houses have their own correspondents on site and this helps them track down a story with transparency and impartiality.
2. Interviews with jetsetting celebrities had to be put on hold for months together. But now interviews are conducted over the email, WhatsApp etc.
3. Correspondents stationed in remote areas now send their reports immediately after an event or incident through the mail. Internet has pervaded even the remotest corner of the media orbit.
4. The pastor who designed the pages of a newspaper earlier is now dead. He has been replaced by software that accomplished the same job in less than half the time coupled with ease and professionalism.
5. Newspapers can now release their pages of the press a little later and in the bargain make space for the latest and most updated news unlike about 25 years back when pages had to be released to the press about three hours in advance for processing and printing.

TELEVISION

1. Media houses can now connect with correspondents for live coverage. This could be for a tragic event or to cover the wedding of a superstar. It may be for a film awards nite or a cricket match. It could also be a live panel discussion on burning issues.
2. The coverage of tragedies, celebrations, significant conferences and summits is now streamed live or may be with a deference of a few minutes.
3. It is easier for the media companies to connect with relevant people with the speed of space rocket. For example, when the Paris terrorist attack happened in 2015, news channels in India lost no time to connect with their Paris counterparts on screen to give the latest bits of concrete information to their viewers. The same was repeated when an earthquake hit Nepal in the same year.
4. ICT has brought credibility too. Whether it is an evasive minister or a misjudged moment, television relays it promptly, clearly and emphatically.

5. The eye of the camera never misses an opportune moment. No misquotes, no mishaps and every reaction is interpreted in the right context.

The same factors hold true for radio too.

DIGITAL SPHERE

This is probably the fastest growing, widely popular and most accessible segment of mass media. It is no longer to now necessary to keep perched in front of a television set. ICT has expanded the precinct of information and transmission to almost infinity. Yes, almost. All you need is an internet connection. If you have missed a television show, it is no longer a struggle to watch it anytime and anywhere on platforms like YouTube or snuggle into a comfortable zone and watch it on your smart phone.

1. This is the most recent technique of gathering and transmitting news. It is a storehouse of information, knowledge and enjoys an enviable position among all branches of mass media.
2. Notifications on news, fashion, entertainment etc are now a part of our daily lives. Not only does it help to keep in sync with the times, it helps clear doubts and concerns at any given point of time. Opening an encyclopaedia for this purpose is now a thing of the past.
3. It has helped increase the general knowledge of the common man.
4. Such information comes free of cost and at a convenient time.
5. Live streaming on Facebook has added a new dimension to the already magical world of the digital orbit. Live chats and videos add to the charm of the social media.
6. In the challenging world of the corporate zone, travelling, meeting, debating and discussing may not really fit in everyone's time schedule. Given the different time zones and the working style of the multinational companies fast seeping into our working culture video conferencing is a big, big relief! Phew!
7. Nothing is more newsy today than Twitter. Everything and everyone is on Twitter. If they are not posting it, they are reacting to it.

ADVERTISING

1. Advertising agencies have never had it so easy. Just a few years back, they were all clamouring over each other to book the most strategic position in a newspaper or magazine. If they had a more generous budget, the same game was played for a spot during prime time. ICT has changed the game altogether. It has introduced a brand new playground – the digital platform. So, the websites, the blogs, the social media platforms like Facebook, Twitter, LinkedIn, Instagram etc. are all the latest backdrops on which advertising agencies love to paint the products and services of their clients.
2. Advertising is now low-cost too. This could possibly be due to the fact that the digital platform is still in its nascent stages. Cost wise it's almost negligible. All you need is an internet pack – both, for receiving data and sending it across too.

So the obscene amount of money (read that in crores) that is needed to publish a full page advertisement in a leading daily seems like an absolute waste if you consider that this full page advertisement will find itself in the dust bin the next day while an advertisement posted on the digital platform may be there for keeps. That too, for a figure that may seem shocking against the backdrop of the newspaper advertisement.

3. The digital platform reaches everywhere where the internet kisses. Its reach goes far beyond the city or national limits (like newspapers, magazines, radio and television), And just on a click. Yes, just one click!
4. Not only has ICT aggravated the aggression of marketing techniques, it has also made it possible for consumers to shop at their own convenience while snuggling in their cosy sofa sets.
5. Advertising agencies can now easily figure out customer preferences. Through the data collected from websites, advertising agencies can now store relevant data and use it to modify existing products or launch a brand new product altogether.
6. This may also help in gaining customer loyalty. When customers start getting products of their choice and preference, they may not be tempted to switch to another brand or product in spite of being lured.
7. Customer satisfaction is the end result of it all. Once a customer is satisfied, it more or less signifies a huge win for the advertising agency.
8. Advertising is all the more easier and worldwide with the help of resources such as the online directory.
9. Multimedia presentations are those presentations that are created with the help of sound, video, text, images, animations, hyperlinks etc. Advertising agencies can use such tools to advertise products of their clients on large screens in malls and smaller screens in super markets and theatres for example.

HYPOTHESIS

In the given context, it is futile to even think of a world that does not succumb to the ever-changing sentiment of the world of information and communication technology. Right from a teenager to a senior citizen, the lure of the ICT has bugged them all. Against this backdrop one cannot deny that the ICT and its accompaniments are not only a major part of a common man's life but also an integral part of it.

This study claims to underline that the fact that the world of information and technology has already sucked the inhabitants of Planet Earth into its magnetic charisma. Not only that, this study also emphasises the fact that ICT is here to stay, and that it is so well entrenched in a common man's life that now his life will not be convenient, fulfilling and comfortable if ICT was to fade out from the world.

FACTS & FINDINGS

A sample of 42 respondents was collected to verify the hypothesis. It largely comprises the younger generation - professionals, students, journalists etc. The age group ranges from 18 years to 35 years. The other respondents were from the above 35 years age group.

Starting for the much used and abused smart phones and tablets, these respondents strongly felt that this accessory is more of a necessity and no longer a luxury. A strong message came across in favour of the smart phone and tablet with as many as 78.6 per cent respondents opting in favour of the technological marvel.

On the work front, 71.4 per cent respondents use the computer or the laptop at their work station. Besides sending and receiving emails, preparing spread sheets, reports, conversing on Skype etc. – there is a plethora of work that is executed from the work stations.

When asked if they would prefer to download a song or an album if the need arises, a powerful percentage of 97.6 respondents answered that they would choose to download the song or the album.

When questioned as to why would they prefer to download it when they could easily walk into a store and buy a CD or a DVD, 12.5 per cent respondents said that they found it convenient to download it. Almost 30 per cent respondents mentioned that they would choose to download it rather than buy a ready-made CD or a DVD as it

was cheaper and easily accessible. As many as 55 per cent respondents said that all the above reasons would spiral them into downloading a song or an album rather than buying it.

A tenacious 97.6 per cent of the respondents said that it makes their life easier that television content, blogs and social media platforms like Facebook, Twitter, LinkedIn etc could be accessed on the move through the smart phone or the tablet.

To a question on the positive changes brought about by ICT on the living conditions, a monumental percentage of 97.6 respondents answered that ICT has made their living conditions and standards cheaper.

As many as 86.8 per cent respondents who are involved in a business said that the plain and simple television set also helped them in their daily life. Even a client who is waiting his or her turn to meet up with this business person could spend time constructively by watching television content while waiting for the meeting.

The digital apps, smart phones and tablets have been instrumental in increasing the general awareness of the man on the street. A robust percentage of 97.6 respondents answered the question stating that the digital apps on their smart phones and tablets helped them receive news faster than before.

The same percentage of people (97.6 per cent) also mentioned that the internet has transformed their life into a faster one.

A sturdy 95.1 per cent of the respondents highlighted the fact that the notifications delivered by various print media and television channels helps them to stay updated on the events and news happening across the world.

Interestingly, 38.1 per cent people stated that they would never be able to live without the mass media. The respondents who affirmed that they could live without the mass media for a day figured at 28.6 per cent. Nineteen per cent respondents said that they could do without the mass media for a week while 11.9 per cent people said that they could do so for a month.

A strapping 61.9 per cent of the respondents mentioned that it is convenient to watch their favourite television show on the smart phone or the tablet rather than rush to watch it on the television at the scheduled time.

As many as 97.6 per cent of the respondents said that they were happy that they could now access general entertainment anywhere and at any point of time.

An exceptional percentage of 97.6 per cent of the respondents accentuated the fact that advertising on television, radio, newspapers and the various digital platforms enhanced their knowledge about the articles available in the market.

Hundred per cent of the respondents felt that it is now easier to communicate with companies with regard to complaints regarding products and services.

A massive 92.9 per cent of the respondents affirmed that online shopping was comfortable and convenient thanks to ICT.

Ninety five per cent of the respondents (business persons) said that they would advertise on the mass media rather than use the hoardings to advertise their products.

An unprecedented 100 per cent of the respondents openly supported the fact that advertising agencies have an added advantage due to the emergence of the digital platform.

CONCLUSION

Given the findings of this study it would suffice to say that a networked life is the order of the day. The more networked a person is, the better, comfortable and convenient that life is.

Rapid communication impacts a common man's life in several ways. For one, it allows making better decisions. Secondly, it helps in increasing productivity.

Advertising agencies are using the advantages of ICT to their benefit. They have intelligently turned the expanding trove of relevant data into insights that are helping them to serve customer preferences in a more realistic way. This in turn is helping them gain customer loyalty and customer satisfaction.

Online shopping has changed the way the world shopped. Now even medicines can be bought online. Ditto clothes, jewellery, footwear, purses etc.

The social media has brought the world closer. This big data revolution has brought friends from all over the world. Now, with just one click one can reach a message across to any one from Karnataka to Canada. The concept of mass media is no longer a one-way flow of information. It is now more interactive than ever before. Information gathering and information dissemination are now specialised branches of the mass media and the advertising sector.

ICT has brought about a revolution in the world with its marvels. Gadgets and gizmos are an asset. Slimmer, sleeker versions of these appliances are no deterrent to their fast rate of upgrade. So much so that there exists a tendency to launch a new and upgraded version of existing gadgets and gizmos every second month!

All sectors and streams of the mass media now sport specialised niches in order to transmit a professional and streamlined area of work. Employment has increased.

Making payments is so much more convenient now with NEFT payment facility, and the various e-wallets. Even fruit and vegetable vendors accept digital payments now.

A 2013 study by the World Bank states that Information and communication technologies (ICTs) are transforming the world of work, creating new job opportunities and making labor markets more innovative, inclusive, and global, says a new policy note released today by the World Bank. "ICTs are influencing employment both as an industry that creates jobs and as a tool that empowers workers to access new forms of work, in new and more flexible ways," said Chris Vein, World Bank Chief Innovation Officer for Global ICT Development. "The emerging ICT-enabled employment opportunities matter because countries around the world are looking to create more good jobs, which have positive economic and social implications for workers and for society."

One can easily estimate the increase in these figures in the last five years.

In more ways than mentioned, ICT has contributed immensely to social and economic advancements in the last couple of decades. Increased productivity, higher rate of employment, convenience of communication, you name it.

On an overall basis, ICT has boosted the quality of life across the world. It has brought to light the pitiful conditions in certain areas of the world even as it portrayed the lives of the rich and the famous in all their glory.

It has created an aversion towards terrorist activities with its stark portrayal of such elements and their activities. In the bargain it has created a yearning for peace on Planet Earth and its inhabitants.

Even as it pools in devastating news about disasters and tragedies the mass media helps in increasing the levels of compassion and empathy in the world as aid flows in.

The health care sector, its related professionals and tele-medicines are witnessing a huge philip thanks to the mass media promoting such programmes. Possibly, this has prompted the current Narendra Modi government to pay solid attention to healthcare in the budget announced by finance minister Arun Jaitley. All this, thanks to the power of the mass media.

The mass media has not only contributed in the upliftment of the social and economic areas of the world. It has also creating general awareness about the goings on. News takes precedence above many other things in a

common man's life. Notifications that bombard a smart phone or a tablet trickle in with tit bits on what could be very important for a person.

Imagine being stuck in a traffic snarl and not knowing till when the travesty will last. Or waiting for the minute to minute updates on that much awaited and nail-biting India-Pakistan cricket match. Visualise being stranded in the office on a cloudy July evening not knowing how to reach back home with an unrelenting rainfall unleashing all its fury on the city. Or may be a strike called by a major political party – should you or should you not venture out of home on that day?

Who does one turn to in such circumstances? The mass media of course. Radio jockeys keep updating their listeners on traffic congestions across the city lined with suggestions as to which route to take and which one to avoid.

The television content telecasts generously about all the important events and occasions. Whether one should take the risk of venturing out of home or stay indoors, the mass media keeps one warned.

Weather updates, sports updates and scores, traffic updates or any other breaking news – Had it not been for the mass media to convey the most updated pieces of information, life would have been very tough. Admit it.

The Fourth Industrial Revolution. That's precisely the best way to describe this stage of revolution. Life, due to information and communication technology, has only improved the quality of a human life. ICT has transformed even the common man's life into a convenient, comfortable and a faster one.

To all those who have not yet adjusted to fast changing and impacting digital revolution, it is a good idea to adjust and adapt to it now. Right now. For, ICT is here to stay and common sense warrants that being in sync with the times is the best way to live a fulfilled life!

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