



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

New Media and Culture

Dr. M.S Paul

Asst: Professor

Malayalam Department

Catholicate College

Pathanamthitta

Internet

The Electronic Numerical Integrator And Computer (ENIAC) was the first computer developed in 1946 at the University of Pennsylvania in the United States. In 1969, the U.S. Department of Defense Research connected four computers to a network called the ARPANET (Advanced Research Program Agency Network), through which information was exchanged. In 1993 the U.S. Department of Defense released the internet to universities and research institutes. With the advent of the graphical interface named World Wide Web (www), developed by Tim Berners-Lee, the internet became more ubiquitous. Tim Berners-Lee designed the Uniform Resource Locator (URL) using which any information stored on any computer became accessible in the internet. Today, the Internet is a vast network of computers that connect and access billions of computers and websites around the world.

The Internet evolved into a platform where information could be amassed and codified with the arrival of Web2.0. The occurrence of Web 2.0 has made the internet a more democratic public space for consumers. During this period the readers gained the opportunity to write comments below articles and news. This created a new world of liberty for consumers

to publish their own videos and pictures, to write and disseminate whatever they like. The general acceptance of laptops, tablets, and notepads, and the availability of affordable internet access have ameliorated the acceptability of the internet.

In Malayalam, the potential of the internet was first utilized by the newspapers. The Deepika website was first launched in 1977. Short time later, Malayala Manorama and other significant newspapers embarked on launching websites. Later, most magazines and weekly editions landed online. The pivotal television channels are also taking advantage of the online today. Besides this, there are multifarious online news and entertainment literature publications in Malayalam presently.

Mobile Phone

The world ventured into the mobile phone revolution with the onset of the Android operating system. With the adoption of Android, which is relatively cheaper than the IOS (I phone operating system) used by mobile companies such as Apple, and the mobile companies have been able to use the Internet at a reasonable cost with the low cost of the Android system. This has led to a heightened use of mobile phones. With the emergence of low-cost, high-end smartphones, people are rapidly obtaining access to the Internet. As a result the internet has become more popular than any other mediums. In the contemporary era, the internet stands as abode to a large community of social software such as Blogger, Picasa YouTube, instant messaging, text video, chat apps, various social networking sites, and wikipedia that can exchange information and enable communication.

Malayalam Wikipedia was started in 2002. Wikipedia and blogs became more prevalent with the appearance of the typing system. Malayalam blogs were established in the year 2002. The blog writing was agile in Malayalam by 2004.

Blogs

Blog is a revolutionary movement in the myriad possibilities of the internet. Blogs are personal web pages. Blogging is a process where you become a writer and self-publisher. The blog promotes the freedom to write about any topic that springs from the psyche. Blog writing imparts an effortless way to promulgate the ideas and opinions of the individual without any editing. The concept of new media as an alternative to the mainstream media is spreading all over the world through the internet with the approach of blogs. The world has created an ambience where dialogues are of equal importance to the writer and the reader without intermediaries through blogging, The upsurge of the blog prompted the world to realize the potential of presenting and disseminating facts in a realistic way. The blogs rephrase the concept of unbiased media coverage of the mainstream media. People themselves have become sources of news and information.

The observation about C.S. Venkiteshwaran's blog in the article Malayaliyude Bujivitham (The Earthly Life of a Malayalee) is noteworthy. Even the most private writing quests for a reader or listener. Millions of private notes are left unpublished due to angst, reluctance, jealousy or a sense of desperation to reveal oneself. Blogs symbolize like private writings in a public wall that displays private thoughts. Justin's Link from the Underground, a blog started in 1994 by Justin Hall, a student of Swarthmore College in U.S, is widely regarded as the first personal blog. New York Time Magazine has hailed Hall as the father of personal blogging. John Barger created the concept of web blog which was the beginning of the kind of blogs we see contemporarily .

Blogs enhanced space for readers to comment in 1998. Later, in 1999, Google acquired Blogger.com and Live Journal.com that promoted the opportunity to begin blogs for free. This has led to the popularity of blogs. Blogs have been redesigned that include images,

videos, and various other possibilities of multimedia. The facility to start blogs with multiple people was introduced in 2009. This revolutionized the technique of data collection.

At the early stage, literary works were widely read in blogs. Later blogs followed the nature of journalism and gave more prominence to news-related discussions and comments. Blogs have become the lingua franca of freelancing by first presenting local events to the world. The concept of new media was developed through blogs. Blogs were of paramount importance in the early 2000s. Blogs were familiar during this period on divergent topics. Malala Yousafzai, a student victim of the Taliban's attack on a BBC edition blog, has garnered attention through her blogs.

The emergence of social media has diminished the preponderance of blogging. The fact is that social media was the revised version of the contingencies propounded by blogs. Although blogging has become less relevant, none of the blogs that have been written have vanished from the Internet. There are millions of blogs in the world of the internet that are mines of information. Anyone who explores the internet for information will primarily come across such blogs. This is due to the variety of topics covered in blogs.

References

1. Balakrishnan, Kalpatta Dr. Sahithyam Madhyamam Soudharya Shastram, Kerala Sahitya Academy, Trissur, 2013, p-184.
2. Shaji Jacob, Parasyangalude Television Samakalika Malayalam Vaarika Magazine, 2007, July 27, pg-75
3. Venkiteswaran, C. S. Malayaliyude Bhoojivitham, Bhashaposhini, 2008, May, Issue 31, Book 12, pg-29
4. Binu, sajeevothamapuram, Mobile phone Samskarika Nirmithiyude Navamadhyamam, Kerala Bhasha Institute, Thiruvananthapuram, 2017, pg-22