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## SOCIOLOGY OF MEDIA AND COMMUNICATION

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### Abstract :-

This is the contemporary theorisation of empirical approaches to the relationship between media and society. In doing so it seeks to deglamorise the media and demonstrate how rapid technological advances are transforming everyday communication and individual and collective orientation and responses to media institutions, texts and events, highlighting the sociological implication of media.

In this subject mass media production and reception alongside empirical approaches to understanding the relationship between media and society. The motivations, norms and practices defining media industries, their audiences and the mutual influence that develops from the interaction between these two forces. Media audiences play a pivotal if rapidly changing role in the entering mediatized configurations of everyday communication. This role will be explored in the context of the historical development of media power as well within the context of contemporary examples and trends in media influence.

Media sociology provides insights into the benefits of employing interdisciplinary approaches and methods through drawing upon in addition to sociology, the fields of media, cultural and communication studies and psychology.

In the first term the focus is on key theoretical argument about the nature and impact of mass media, including critical theory political economy and empirical perspectives. The second term will be concerned with media as a form of social knowledge specifically public knowledge, starting with the printing press, mainly focusing on journalism but also moving to a more

general discussion of public opinion, public relations. social media like facebook, youtube, whatsapp, twitter and the internet.

Introduction:-

First of all the term media refers to the predominant means of communication (such as television and newspapers), particularly of mass communication, hence the term mass media. The new media are those types of media that use digital technology (eg. Social media and the use of the internet). This is as opposed to old media which refers to traditional forms of media, such as print media (eg. Newspapers and magazines), television and radio.

While all are example of mass media, the potential audience for news media is much larger than traditional media forms like newspapers. The term new media particularly relates to digital media: Media encoded into a machine- readable format, such as an mp3 files, for example. However, while a CD, DVD or CD-ROM contains digital data, these are how old-fashioned, arguable redundant technology, what height reasonably be considered new is always changing. For our purpose, new media is best understood as media that used digital technology and the internet.

This includes (but is not restricted to) :-

1. Social media sites, such as facebook, twitter, whatsapp, youtube, etc.
2. The streaming of video and audio files, including both commercial film and music and user- generated media content (such as the video on youtube) .
3. Digital satellite and smart television.
4. Computer games and particularly online gaming.
5. Apps for mobile telephones and tablets.

New media includes social networks: forms of software that allow people, groups and companies to connect and share information such as photographs and text. Companies such as facebook, snapchat and instagram are all forms of social networks. There are also virtual communities. These networks of individual who share information a cross an online community.

Sociologists use the term cultural diversity to capture the cultural variety that exists among people who find themselves sharing some physical or virtual space, One rough indicator of cultural diversity within a country is the number of languages spoken by its residents, The sociological theories- functionalist conflict, and symbolic interactionism-help us to think about the internet as a platform for presenting the self. Functionalists focus on how parts of society function in expected and unexpected ways to maintain existing social order. They also pay attention to how parts disrupt the exiting order in expected and unexpected ways. Of course the use of social networking sites as a platform for presenting the self to

others is the part of presenting the self to others is the part of society we are analyzing some expected, or manifest, functions of social networking sites are that they facilitate connections with family, friends and other parties allows members to share photos and video support discussion with like-minded people about hobbies and other interests and help use to plan faces to face meetings with friends they also allow user to establish and maintain

Many people create a facebook, twitter page for the purpose of meeting like minded friends or staying in touch not thinking that potential employers may vies postings for clues about some one's character apart from the resume and interview. A unexpected or latent, dysfunction of social networking sites is the once something is posted for others to access, there is no way to control how it will be used.

Hence media sociology and related them to queries about, conflict authority, order satisfaction, identity, community, institutions and power. The power of media tantalized politician and they want to be featured in the media coverage at any cost.

He founded that politicians believe that their survival lies in the frequent existence in the media coverage and on the other hand and media organizations believe that their survival lies in the second by second coverage of parliamentary affairs. So the politicians influence media content at multiple level. So media, sociology of a medium is a means of communication such as print, radio or television. The mass media are defined as flarge scale organizations which use one or more of these technologies to communicate with large numbers of people.

The new way to met social needs:-

Technology continues to offer new ways to meet people's needs and social media is not different it is a tool to fulfill some of humanity's deepest cravings: relationship social media allows society to maintain these relationships on a global scale, with instant access to close friends and family as well as people around the world. Through interactive technology users can make connections more easily and interact in many different and creative ways. Now that so many use social media. It is intriguing to see how this influences their behavior.

Social media engagement : Demonstrates humanity's innate need to network, people feel happy and fulfilled when they interact with other. So of course with each interaction on a number of different levels a person's satisfaction increases as people interact on a massive scale, there is more potential for them to influence each others personal and professional lives. Research has proven that humans experience a change in their conscious and unconscious behaviors when they interact with others there fore it is helpful for people to understand just how others influence them and how those connections affect their lives often. These

connections give people richer experiences. Due to the emotional dependence among humans social networks result in both negative and positive experiences.

#### People – Driven Media :-

Ultimately, the success of social media hinges on sociology and not on the sophistication of user experience of the technology people drive the success of social media by taking any number of action from cultivating a large group of friends on facebook or thousand of twitter followers. They do so by consistently grooming their profiles to keep their followers and friends up dated and interested. Social media engagement is also necessary to keep business afloat by helping them engage potential customers. The interactive quality and ease of use helps organizations establish a rapport and trust. At the same time, businesses needs to understand that social media marketing need to consist of genuine interaction, which involves listening, reading and participation, instead of simply throwing out mass marketing messages social media also enables user to form bonds related to common causes and organize events for social and political causes. For instance Twitter and facebook played a major role in political movements in Libya, Egypt, Tunisia and Algeria. Social media has changed the way humans communicate. They no longer have to interact face-to-face. They can easily engage others around the world. This new aspect of sociology can create new power dynamics, where some voices become stronger than other due to their greater social media presence.

#### Media and Technology in Society :-

Technology and the media are interwoven, and neither can be separated from contemporary society in most developed and developing nations. Media is a term that refers to all print, digital and electronic means of communication from the time the printing press was created, technology has influenced how and where information is shared. Today it is impossible to discuss media and the ways that societies. Communicate without addressing the fast- moving pace of technology twenty years ago. If you wanted to share news of your baby's birth or a job promotion. You phoned or wrote letters. You might tell a handful of people but probably you would not call up several hundred including your old high school Hindi teacher to let them know. Now by tweeting or posting your big news the circle of communication is wider than ever. Therefore, when we talk about how societies engage with technology we must take media into account and vice versa.

Technology creates media. The comic book you bought yours brother at the drugstore is a form of media as the movie you rented for family night, the internet site you used to order dinner online, the billboard you passed on the way to get that dinner and the newspaper you read while you were waiting to pickup your order, Without technology, media would not exist: but remember, technology more than just the media we are exposed to.

### Social Construction of Reality:-

Mean while, media create and spread symbols tshat become the basis for our shared understanding of society, Theorists working in the integrationist perspective focus on this social construction of reality, an ongoing process in which people subjectively create and understand reality, Media constructs our reality in a number of ways. For some the people they watch on a screen can become a primary group. Meaning the small informal groups of people who are closest to them for many others media becomes a reference group a group that influences an individual and to which an individual compares himself or herself, and by which we judge our successes and failures. We might do very well without an android Smartphone, until we see characters using it on our favorite television show or our classmates whipping one out between classes.

While media may indeed be the medium to spread the massage of the rich white males. Gamson croteau hoynes and sasseon (1992) paint our that some forms of media discourse allow the appearance of competing constructions of reality. For example advertisers find new and creative ways o sell us products we do not need and probably would not want without their prompting but some networking sites such as freecycle offer a commercial free way of reauqusting and treding items that would other wise be discarded. Additionally the web is full of blogs chronicling lives lived off the grid of with out participation in the commercial economy.

### Global Implications :-

Technology and increasingly media has always driven globalization, Thomas Friedman (2005) in a landmark study, indentified several ways in which technology flattended the globe and contributed to our global economy. The first edition of the world is flat written in 2005. Posits that core economic concepts were changed by personal computing and high speed internet. Access to these two technological shifts has allowed core nation corporations to recruit workers in call centres located in china or India using examples like a midwestern American woman who runs a business from her home via the call centres of Banglore, India, Friedman warns that this new world order will exist whether core nation businesses are ready or not and that in order to keep its key economics role in the world north America will need to pay attention to how it prepares workers of the 21<sup>st</sup> century of this dynamic.

### Media Globalization:-

Lyons (2005) suggests that multinational corporations are the primary vehicle of media globalization. These corporations control global mass –media content and distribution. It is true when looking at who controls which media outlets that there are fewer independent news sources as larger and larger conglomerates develop on the surface there is endless opportunity to find diverse media outlets, but the numbers are misleading mass media control and ownership is higher concentrated in Canada.

Cultural and ideological biases are not the only risks of media globalization. In addition to the risk of cultural imperiausm and the loss of local culture other problems came with the benefits of a more interconnected globe one risk is the potential censoring by national governments that let in only the information and media they feel serves their message as can be seen in China.

### Conclusion:-

We can understand the social impact of the development of new networks of communication and information flow only if we put a side the intuitively plausible idea that communication media serve to transmit information and symbolic content to individuals whose relations to other remain fundamentally unchanged. We must see instead that the use of communication media involves the creation of new forms of action and interaction in the social world, new kinds of social relationships and new ways of relating to others and to oneself. When individuals use communication media they enter in to forms of interaction which differ in certain aspects from the type of face to face interaction which characterizes most encounters of daily life. They are able to act for other who are physically absent or act in response to others who are situated in distant locals. In a fundamental way the use of communication media transformation the spatial and temporal organization of social life creating new forms of action and interaction and new modes of exercising power, which are no longer linked to the sharing of common locale the development of communication media has not only rendered power visible in new ways. It has also rendered it visible on an unprecedented scale today mediated visibility is effectively global in scope, This circumstance is the outcome of a complex process of globalization whose origins can be traced back at least as far as mid 19 century.

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