Impact Of Modern Communication Media

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Abstract—**For the first time in the history of communications media, network administrations throughout the world are embracing a set of standard for use on high capacity multimedia communications network (e.g. voice, text, image, data and video). This trend will lead to enhance services to the end user and will result insignificant gains in productivity with a decrease in the cost of doing business. The study is going to find out the Impact of Modern Communication Media. In view of the above statement the Authors decided to choose a survey research method to carryout in order to gather reliable information, by conducting interview from different profession and age group. To ensure a better result, the Authors provide each person from different age group and profession with questionnaires to answer the required questions accordingly. Based on the sampling, the Authors are going to predict a number of people from different profession and age group.**

Keywords— Business, Communication, Data, Modern, Multimedia

I. INTRODUCTION

The topic of this research work is "Impact of Modern Communication Media". Communication is the mode of transfer of information from one person to another, either by telephone, internet, television, newspaper, magazine etc. in today's day communication creates a new form of many-to-many communication that lets geographically distributed groups communicate interactively and simultaneously through text, sound, images and video. Nowadays people are encouraged to use media tools in school and organization in order to have a general understanding of the various technologies available. Being effective at connecting with others, who are unique and different from us, requires far more of us than a set of skills [1].

With the rapid development of information technology, an increasing number of communication tools have been planned to satisfy the growing needs of communication. How to choose the appropriate communication media to make the business run more effectively and competitively is becoming a more complex task than 20 years ago. At the same time, how to design the new communication tool to create new communication requirements, and furthermore create a new market is also a challenging and risky task for media tool developers.

The current market has been growing up at many organizations by using electronic communication facilities such as World Wide Web as international communication tools to enhance team work. The internet is one of the effective tools in media for communication, with internet you have the ability to transmit and receive large amount of information or data's faster from an individuals or work group around the world. The introduction of new technologies such as the Internet into the household can potentially change the quality of family relationships [3]. If we consider 20 years back many people wouldn't have access to electronic media which is very faster than print/traditional media. Therefore modern communication media has change the mode of communication throughout the world.

II. LITERATURE REVIEW

Based on the information obtained from internet and articles, the Authors understand that communication media makes our planet to fill a little smaller in large part, due to advances in communication, multiple sources constantly provide us with the latest news of world events, and support leaders make great use of this to shape opinions in their own countries and abroad. Communication is the vehicle that allows us to recall the past, think in the present, and plan for the future. It enables us to manage our relationships with others, and to interprets and interacts with our environment [2]. Communication technologies change the procedures of running our business activities, modern communication media has also provide benefits in our environment especially in the form of enlarging number of effective and cost-efficient services and facilities, modern communications media also have a great impact in a human life which allow people to benefit from the following points:

- Increase their knowledge within short period of time.

- Allow them to exploit their natural resources.

- Increase their quality education

- Allow them to fulfil their needs.

- Also allow them to exchange their experiences with others communication technology

In view of the above, the Authors have decided to do a research on Impact of Modern Communication Media. Points are going to be provided which can prove that Modern Communication Media have a lot of impacts in the above

objectives; basically communication media has categorized into two and both two has their impacts which are as follows.

- Electronic Media include the Internet, Telephone, Radio etc. It usually have the same basic characteristics as the other media but electronic media extent their own influence which covers more distance more quickly than is possible with traditional means of conveying information. Internet allows people to send and receive e-mails; to participate in discussion lists; to chat - in synchronous communication - with text, video, pictures and audio; to play games with other people in different places in the world; to access and link to text documents, software, music, videos, audios, images, diverse sites with different subjects; to call to a telephone or mobile phone; make conferences and videoconferences, and so forth. Internet became a converged media which allows people to communicate in different ways and search for information whatever the time and place the person is located. And, the most important, as soon as you have access to a computer the access to the network is cheaper than other media. The internet is therefore a new form of online interaction that enhances offline relationships [5]. It does so by filling communication gaps between face-to-face meetings [5]. Furthermore, the internet is a way of increasing interaction with family members and closeness to friends [4].

The Internet has expand and contribute in every aspect of life, we can used internet to exchange and access our digital pictures, news, information and also used to send or receive a message. The internet has also brought a major growth by improving the world's telecommunications infrastructure i.e. by making it to become smaller, cheaper and a new way of accessing latest information. The growth of Mobile Phone has also brought a great impact in communication media by increasing the popularity of text growing continuously and rapidly as well as become our interface to the worldwide. Another modern communication media that have impacts in the development of Human education is the Digital television which it's offered the improvement of greater access to information. Radio is one of the modern communication media which is very effective means of broadcasting information to people especially in the localized area which is the most common business advertisement media.

- Print Media/Traditional Media are more capable than the electronic media to delivered localized news that may interest city or distinct resident. Also print media allows reader to store away articles that will be used anytime in the future. Examples of such print media are newspaper and magazines.

In the past the telegraph and telephone are the new media used to convey information, though this media has a lot of weaknesses such as requiring of coding/decoding manually when sending each message, as a result of this there is need for standard operator who has good skilled in coding/decoding, but as a result of arrival of modern communication media has breakout this problem. Access to technology such as personal computers and laptops has made the boundary between work time and family time more permeable than ever [3].

Modern Communication Media has given solution to the increase of demand in access, accountability and efficiency. As a result of change in technology there is expanding of the world wide in many respects e.g. distance and location are no longer obstacles effective communication i.e. globalization occur. Modern Communication Media with technology convergence, shift the model of mass communication and radically shapes the way we interact and communicate with one another, new media serves as many- to- many in today's world. New media technologies therefore have encouraging potential especially with regard to learning and as an educational medium [6]. Digital technologies can be used to the advantage of family members by using it as "a space where generations meet and do something together [6].

Technology advances have profoundly increased the capabilities of contemporary organizations. Compared to more traditional means, electronic communication and information technologies can carry more information faster, at a lower cost, to more people while also offering increased data communality, processing, and powerful recombinant capabilities. Furthermore, the use advanced electronic technologies in organization is widespread and commonplace, due to the development of a dependable technical infrastructure, decreasing technology cost and, in many cases, the achievement of a critical of users. The use of these technologies has resulted in substantial changes to inter-organizational relationship, and contemporary organizational form. Social media is that means that employs mobile and web based technology to create highly interactive platforms via which individuals and community share, co-create, discuss and modifies user's generated content [2].

III. MATERIALS AND METHODS

The main objectives of conducting this research is to find out the impact of communication channel in order to make the point to be true, to find out what are the features that enclosed modern communication to be impact to human environment. How it increase his knowledge, fulfils his need, exploit his natural resources and allow him to exchange his experience with others.

A. Exploratory Research

In order to find the impacts mentioned earlier, the Authors decided to use survey technique for the study. Survey method is more easily to obtain the appropriate information. There is no need for using case study in this research. In this stage, the Authors approach some individual persons by interviewing them from different age group and profession. The Authors also provided the sample of questionnaires to other people from different age group and profession; this would help to gain more details about modern communication media. Based on the questions provided to the people, about 60% of sampling question will be given to the minimum of 8 people in order to get their opinion or suggestion on whether the idea would works.

B. Research Design

Based on the exploratory research, the Authors choose survey method to collect the data. The objective of using survey method can support the research objectives. With regards to speed and accuracy of response, the Authors used an

online survey and face-to-face survey method to collect an accurate data. The online research was conducted by sending the sample of survey forms through an email to the people living far away; to share their response by answering the questions provided in the forms. The questionnaires were distributed to different people in different places as face-to-face survey method of collecting data.

The main objective of this research is to sort out what are the impacts of modern communication media. For the primary method of collecting data, an interview was conducted at Binyaminu Usman College of Agriculture Hadejia base on different age group ranging from 20 years to above and from different professions.

The Authors used statistics figures such as pie chart as the data analysis in order to measure the percentage of the respondents obtained from different sources. The survey was designed in closed ended question i.e. respondents are provided with a list of possible answers where he can choose the correct answer for his opinion.

IV. RESULTS AND DISCUSSIONS

The Authors assigned each of the sample questions with a specific number, for ease recording and tabulation of responses gained from the respondents; this procedure helped the Authors in general to get an accurate result or data which is going to be apply in a statistical manners (Descriptive statistic). With all these the Authors finds some related data and those data that appeared most, also the average reading of any data recorded were recognized. Cross tabulation were used to help the Authors to tabulate their answers and interprets the result.

A. Frequency and Percentage

The following questions were sampled as the results obtained from the survey conducted from the respondents.

- What kind of communication media are you using?

- Electronic Media nowadays become the fastest communication media

- How do you see the level of security in electronic media?

- How do you measure the cost of using electronic media?

- How do you see the level of security in traditional media?

- How do you measure the cost of using traditional media?

TABLE I.   WHAT KIND OF COMMUNICATION MEDIA ARE YOU USING?

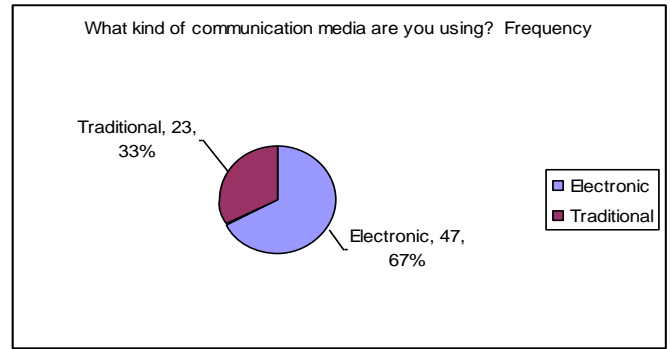| What kind of communication media are you using?		
Respond Value	Frequency	Percentage
Electronic	47	67%
Traditional	23	33%
Total	70	100%

Fig. 1.   What kind of communication media are you using?

As shown from the table and figure above, 67% of the responded are using electronic media while 33% from the respondents were using traditional communication media.

TABLE II.   ELECTRONIC MEDIA NOWADAYS BECOME THE FASTEST COMMUNICATION MEDIA

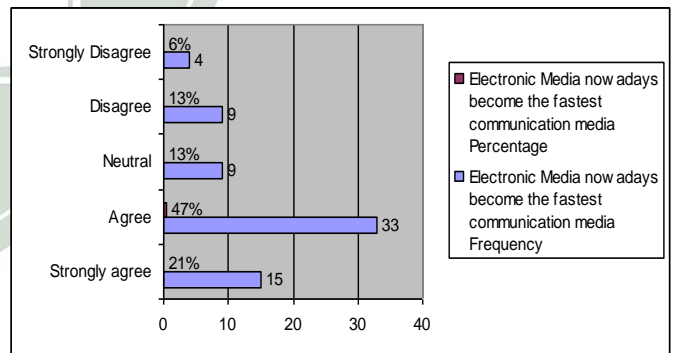| Electronic Media nowadays become the fastest communication media		
Respond Value	Frequency	Percentage
Strongly agree	15	21%
Agree	33	47%
Neutral	9	13%
Disagree	9	13%
Strongly Disagree	4	6%
Total	70	100%

Fig. 2. Electronic Media nowadays become the fastest communication media.

From the above table and figure, 6% of the respondent strongly disagreed with being electronic media nowadays become the fastest communication media, 13% just disagreed. On the contrary, 21% of the respondents strongly agreed with the motion and 14% agreed. Consequently, a cumulative percent of 13 tended to be neutral.

TABLE III.   HOW DO YOU SEE THE LEVEL OF SECURITY IN ELECTRONIC MEDIA?

How do you see the level of security in electronic media?		
Respond Value	Frequency	Percentage
Excellent	22	31%
Good	32	46%

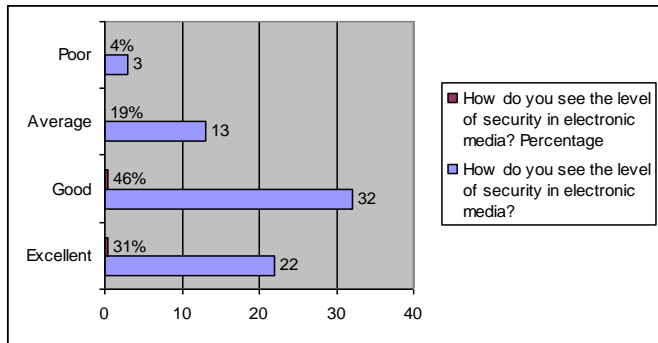| Average	13	19%
Poor	3	4%
Total	70	100%

Fig. 3.　How do you see the level of security in electronic media?

From the above table and figure, 4% of the respondent's rate security in electronic media as poor, 19% average. On the contrary, 31% of the respondents rate the motion as excellent, consequently, a cumulative percent of 46 rate the motion as good.

TABLE IV.　HOW DO YOU MEASURE THE COST OF USING ELECTRONIC MEDIA?

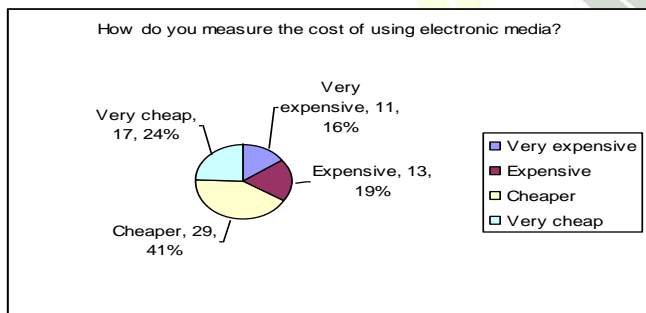| How do you measure the cost of using electronic media?		
Respond Value	Frequency	Percentage
Very expensive	11	16%
Expensive	13	19%
Cheaper	29	41%
Very cheap	17	24%
Total	70	100%

Fig. 4.　How do you measure the cost of using electronic media?

The above figure shows that close to 41 percent of the respondent's rate electronic media as cheaper, 17% as very cheap. On the contrary, 16% of the respondents rate the motion as very expensive and 13% as expensive.

TABLE V.　HOW DO YOU SEE THE LEVEL OF SECURITY IN TRADITIONAL MEDIA?

How do you see the level of security in traditional media?		
Respond Value	Frequency	Percentage

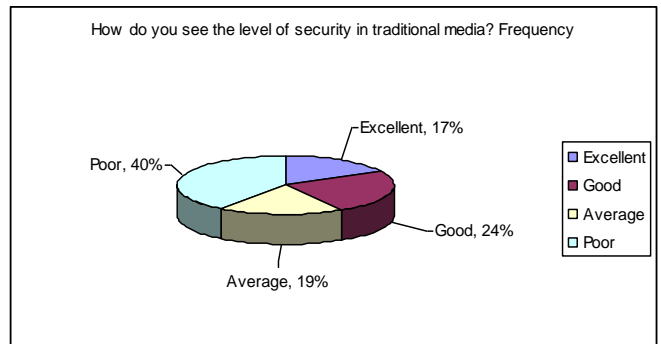| Excellent	12	17%
Good	17	24%
Average	13	19%
Poor	28	40%
Total	70	100%

Fig. 5.　How do you see the level of security in traditional media?

From the above table and figure, 40% of the respondent's rate security in traditional media as poor, 19% as average. On the contrary, 17% of the respondents rate the motion as excellent, consequently, a cumulative percent of 24 rate the motion as good.

TABLE VI.　HOW DO YOU MEASURE THE COST OF USING TRADITIONAL MEDIA?

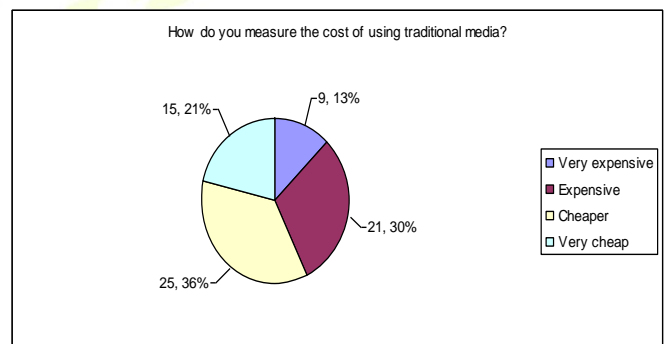| How do you measure the cost of using traditional media?		
Respond Value	Frequency	Percentage
Very expensive	9	13%
Expensive	21	30%
Cheaper	25	36%
Very cheap	15	21%
Total	70	100%

Fig. 6.　How do you measure the cost of using traditional media?

The above figure shows that close to 21 percent of the respondent's rate electronic media as cheaper, 36% as very cheaper. On the contrary, 13% of the respondents rate the motion as very expensive and 21% as expensive.

CONCLUSION

At the end of this research the Authors compare their research question with respondent opinion to predict that modern communication media has impact to the people. Data Analysis and Data collection are some major tools that were used to find out the evidence to their view.

In view of the responses gain from the respondent the Authors have measured their responses base on their support for or against each sample question. for example in terms of efficiency or fastness they concluded that 68% has agree that new media place important role in today's world, about 78% of the respondents agreed with modern communication media in terms of security and 65% agree with cheapness of modern communication media. Therefore base on this responses the Authors have proven their statement that is impact of modern communication media.

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