

CLOUT OF INNOVATIVE MEDIUM AND VARIANTS IN COMMUNICATION: A SUBSEQUENT TRANSITION

Ranjit Kaur

Asst Prof, St Xavier's College, Jaipur

Abstract

The past decades have witnessed exhilarating changes in the way the world communicates using the alluring new technology. In the field of business communication, people are aggressively discarding the old order and welcoming innovations. The key drivers of this transformation are increased speed and efficiency provided by these variants. Technology has intervened in human life like never before and has influenced almost all spheres of life. From business to personal life, education to training, information exchange to beliefs, communication to culture – almost every field of human life has witnessed some kind of transformation, in terms of not only what we do but also how we do it.

Over the years technology has grown and changed rapidly, and it was natural for communication media to keep abreast with these technological advances. As the use of internet is becoming more common place, professionals are hooked to it and even ordinary people are using technology more frequently to communicate with each other. The modern, technology-driven world is not only coining words but also creating unique expressions. Words are contracted, clipped and are given new meaning and dimensions.

The paper focuses on the role of technology in reshaping the way people communicate and on how technology affects the overall communication process in society. For instance, the importance of e-mail in the corporate sector and in academia is well acknowledged and the introduction of Web 2.0 technologies has indubitably altered the environment along with new and well-established variants like blogs, social networking sites, web applications, etc.

Introduction

We are living in a society where technology plays a key role. Communication has dramatically changed by new and ever-improving technologies. Technology has always influenced our social, personal, corporate lives and lifestyles. Changes in communication technologies are inevitable, as we are constantly experimenting, innovating and adopting new tools and techniques of digital communication. Digital mediums of communication convey unique messages to the end user in a way which is most appealing to them. New media of communication are portable, networked, ever connected, user specific, infotaining and low cost.

For the vitality of any language, change is one of the unavoidable requirements; without change, language leads to fossilization. In this process of change, the social circumstances and technological advancements provide a fertile ground for its dynamic growth and spread. The demand for language change comes not only from within the language itself but also from society. Society plays a major role in language change because

language is a highly systematized manner of communication and people play a pivotal role not only in its patterning but also in enhancing its communicative efficiency.

Today, in the age of information technology, communication has become faster than the blink of an eye. According to a study carried out by Google, in the activity of accessing the internet via smartphones, the numbers of Indians outweigh that of US citizens. ("More Smartphone Users"). Since the arrival of the twenty-first century there was an appreciable change in the way we communicate. The changes in the last ten years has have been so dramatic that we all have become a kind of so-called cybernetic.

The changes in communication have been so dramatic that today, for a large number of people, life is unimaginable without the social media. Nowadays various facets of daily life take place on social sites like Twitter and Facebook as they are helpful in sharing the latest and instant news, videos, pictures, images, etc. and for keeping abreast with the latest trends in technology. The present study discusses the user-friendly nature of innovative mediums and contends that they have not only changed people's linguistic behaviour but also made it easy for them to adapt to a new language.

Review of Literature

Frequently, individuals are probably going to be anxious about exactly how fast technology is transforming their interaction. One can possibly argue that often the fast pace is not really a desirable thing. Nevertheless, innovative technology could be equally bad and good as Murray contends (12).

Marshall McLuhan's *The Medium Is the Message* can also be an additional example of somebody who feels that technological innovation is an excellent factor since it affects each of the human senses. Nevertheless, you will discover other individuals who may differ on this perspective. Birkerts is a critic who disagrees by simply commenting that technology is certainly shifting so fast that it is too confusing for the writers and readers.

In his work *The Gutenberg Elegies*, Sven Birkerts argues that by taking to the brand new electronic era, humankind is compromising literary traditions. The pace with which we have been moving forward is so swift that ultimately we are likely to feel lost. Such swiftness is likely to hold people back rather than directing their way in the right course. In my view, however, there exists a lot more good than bad as we move ahead with the momentum of the new technology. Electronic medium is one method that can easily help us move ahead with new techniques which were earlier unimaginable.

No everyone will probably be ready for the changes in the current mode of communication. Murray writes, "The birth of a new medium of communication is both exhilarating and frightening. Any industrial technology that dramatically extends our capabilities also makes us uneasy by challenging our concept of humanity itself" (Murray 1). She is right in her perspective. Anything innovative yet unknown will usually result in mixed feelings, just as a child feels when confronted with unknown things. One more argument for technological innovations, especially in book publishing, is that it makes literary works easily accessible in the form of cyber books.

Murray states in her book titled *Hamlet on the Holodeck: The Future of Narrative in Cyberspace* that "this book is an effort to imagine what kinds of pleasures such a cyber literature will bring us and what sorts of stories it might tell. I believe that we are living through a historic transition, as important to literary history as it is to the history of information processing" (67). Exactly what she calls cyber literary works is something which will be able to provide us fresh experiences as well as narrate stories exactly like books have been doing over the years.

Murray generally seems to believe that books usually, and will probably, teach as well as articulate experiences. Murray states:

Those of us who have spent our lives in love with books may always approach the computer with something of my grandmother's terror before the crystal radio, but our children are already at home with the joystick, mouse, and keyboard. They take the powerful sensory presence and participatory formats of digital media for granted. They are impatient to see what is next (67).

This specific book definitely enforces us to think about an upcoming electronic digital medium, designed by the hacker's spirit as well as the enduring power of imagination, including the worthy eagerness of our youngsters towards it. Cyber literature will only carry on the convention differently as it helps our means of understanding further. The modern era has already been there, it is just a matter of time that the rest of the world will likely be there as well.

Marshall McLuhan's "The Medium is the Massage" is definitely an exciting book mainly because it states contrary to what Birkerts believes in his book. McLuhan carries a different opinion that technology is actually our way of continuing to move forward and it has an effect on communication. Rather than just being a written text that is straight-forward, the technological innovation helps us all use our other senses. Birkerts however states that the modern technological age will hinder humankind once we intentionally make an effort to move ahead. Birkerts concentrates more on how books take over people, places and also provide some kind of escape and particular teaching that no new technology could ever provide. However, anything electronic or even innovative generally doesn't take that away. Technology can also take us places and even instruct us a lot more than the texts in books possibly at any time. Unlike printed text which is fixed and similar at all times, technology-driven text is now open to modification. This makes the text not just more interesting but easier to comprehend.

Birkerts and Murray are generally opposites within their perspectives towards technology. Murray is of the view that technological innovations are a contributing factor to language change. While Birkerts believes that the pace of the new technology is an unfavourable thing that takes us away from 'actual' learning. In my opinion, technology is something which enhances our capacity of contemplating or imagining. This is an excellent augmentation to an individual mind since it facilitates us to manoeuvre ahead. Technological innovations are undeniably something that will help us all. Electronic digital media along with cyber literature are ways that will help us to move forward at a pace that was previously unthinkable.

Objectives of the Study

The objective of the study is to explore the usage of innovative mediums and variants of communication for new generation professionals.

- To identify the most popular new medium of communication among the professionals
- To find out how often they are using new variants of communication
- To investigate the positive and negative phases of modern communication
- To identify the impact of these modern ways of communication among the users and their language
- To assess and comment on the style of language being used by the professionals.

Research Methodology

Critical analysis of new emerging technologies and trends in globalized modern world with latest applications will be the central agenda of the proposed research paper. The basic aspects of the usage of technological advancements are explored and explained with understanding from different perspectives with the help of web pages, blogs, Twitter, Facebook and through emails.

Findings and Impact of Innovative Mediums and Variants in Communications

Language has certainly changed a lot over the centuries. From the Victorian Era to the Technological Era, English as a language has always changed with the time. There was a time when speaking English was based on a certain protocol of grammar and usage of words. Though new ideas were accepted, they were very few in number. The Technological Era has been the most dynamic and changing period for the English language. During this period, focus shifted from using the nuances of English grammar to using those words which express the matter in the most concise way and in the most succinct possible manner. Though portmanteau words were known earlier, social networking sites made use of these words more frequently as they save time and space. Some of the most used portmanteau words are: Ginormous (gigantic+enormous), confzzled (confused+puzzled), WiFi (wireless+fidelity), chunnel (channel+tunnel), etc.

Words coined by the growing networking sites also made their way into the 2010 edition of Oxford English dictionary. Some of the words which are frequently used by networking sites are:

- Staycation: a money-saving holiday at home
- Chessball: something lacking taste or originality
- Frenemy: a person with whom one is friendly despite having a fundamental dislike

Some abbreviations were also accepted like OMG (oh my God), LOL (laughing out loud), TMI (too much information), FYI (for your information), PFA (please find attachment), BFF (best friends for ever), OOS (out of style), etc.

Letters became more impactful than words. With the growth of the new slogan "time is the new currency," these words got universally accepted and acknowledged. Some people advocate that this new growth of language is destabilising the very pillar of traditional English, the grammar. They feel that this change in language kills the traditional, monumental and formal part of English language while others feel that since networking sites focus of interaction and communication, the language used over there bears the sign and symbol of innovative and prosperous ideas. This new language reduced the geographical distances and brought the world on a single, huge platform where communications and ideas can be shared at a lightning speed.

Paul Parry in "The Impact of Technology on the English Language" gives the following statistics:

- For accessing internet more and more people prefer mobile phones to PCs with net access.
- Texting is taken as simpler than talking over the mobile phone and it has become more popular.
- Out of the 12% of mobile users, half are above 65 years of age; they never use their mobile phones for texting.
- 70% of the youngsters of age group 15-24 years say that they 'could not live' without their mobile phones.
- The estimated blogs in existence are 110 million–150 million; many of them are deserted soon after they are started.

Technology plays an astounding role in our lives and its effect on communication has changed the English language drastically. To be more specific, the kind of language we are speaking today seems to be more enriched with vocabulary vis-à-vis the internet. The ways of telephonic conversation to a large extent remains the same, for example, to greet and sign off.

However, there appears to be a drastic change in the written format of a language with the beginning of technological advancements. The advent of email altered the structure of language as it brought with it the new standards, new protocols and innovative abbreviations, such as BRB (be right back), GBTW (get back to work), IIRC (if I remember correctly) and GFO (good for you). A new understanding emerged that the WORDS IN UPPER CASE INDICATES DOMINATION, while the lower case indicated the accepted form.

The level and extent of the change in the use of language brought by the mobile phone users is far more surprising as compared to the changes brought by internet users as they write emails.

Computer communication and the internet have contributed to what came to be known as "information overload shock," sometimes also referred to as "techno-stress." The term "information overload" has its roots in the context of computer-mediated communication, where it might particularly be applied to individuals who experience some difficulty in processing the volume of some information they receive. Lest one is tempted to think of "information overload" as a new problem, let us recall the words of T. S. Eliot (1934), "Where is the wisdom we lost in knowledge? Where is the knowledge we have in information?"

It's often believed that the terminology on the growing media is usually homogenizing English. In fact, every person watches the identical television networks that have dialectally simple English, which is one of the conventions, despite the fact that TV programs apparently added several words and phrases to the vocabulary and facilitated the quick spread of several well-liked expressions. The influence of mass media is greatly exaggerated because people tend not to mould their expressions by following mass media personas with which they may have simply no social interaction. For every-day conversation, most of the people desire to speak like their close friends and associates.

Widespread dialogue, face-to-face conversation as well as social support systems like the internet sites would be the ways by which vocabulary alteration occurs. Language diversity is alive and is in a continuous flow which is evident from the vocabulary alterations that are happening on everyday basis.

'Sharing mantra' is the new mantra of the young generation. This generation, which remains online 24x7, is sharing every small detail of their daily life amongst each other. Micro-blogging site Twitter helps them to share few lines of update, Facebook and G+ help them to connect with friends and share detailed information with photos, Filcker, Instagram and Picassa, etc. help them to share photo albums, YouTube and Vimeo, etc. help them to share videos, and Blogger, Wordpress, etc. help them to share opinions as blogs.

Languages change for a variety of good reasons. Large-scale alterations usually take place in response to social, economical and political constraints. Examples of dialect change through invasions, colonization as well as migration are embedded in history. With these sorts of influences, the vocabulary can alter considerably when adequate number of users alter the way they speak.

Generally, the needs of speakers push vocabulary change. New technology, industrial innovations and service encounters bring new terms. Plastic material, mobile phones and also the Web did not exist in Shakespeare's time. Such innovations call for vocabulary change, and by using fresh and rising phrases, we drive towards language evolution. A language tends to modify itself when different individuals use distinctive manner to

communicate the similar thought. The actual terminology and what is considered the keyword and key phrase, depend upon the cultural context—place of abode, age, education and learning, social standing, etc. Through our interactions, we all grab fresh words and phrases and incorporate all of them into our own vocabulary. The youth frequently learn various phrases and words from their parents, and disseminate them to the entire population. This way the language alters gradually.

Three primary facets of language that change over time are vocabulary, syntax of a sentence and pronunciations. Vocabulary can transform rapidly because brand new terms tend to be borrowed from other languages, or because words get combined or shortened. When vocabulary grows easily, sentence structure—the order of words in a sentence—alters more slowly. But it may be very clear that today's English speakers construct sentences in ways that are far different from the way their Medieval and Renaissance contemporaries constructed them. Changes in sound also occur periodically. For instance, during the alleged "Great Vowel Shift" five hundred years ago, British audio speakers altered their vowel pronunciation significantly. This change signifies the greatest distinction between pronunciations associated with self-proclaimed Central as well as Contemporary British.

Before any language can be altered significantly, speakers need to first embrace fresh words and phrases and alter patterns of word buildings and sounds, and then not only propagate these among contemporaries but also broadcast to the next generation. Today, technological innovation has become a major driver of vocabulary and language change.

The World-Wide-Web has emerged as a new tool, to ensure that anybody may become not only a consumer of information, but also an author, or even a broadcaster. Whenever you develop a web page in cyberspace, it may be accessed by thousands of people worldwide.

Several scientists have observed that although technological innovation is continuing to grow by leaps and bounds, teachers' usage of it stays extremely outdated; limited to basic tasks and internet searches (Cuban, 2001; MacDonald, 2004; Oppenheimer, 1997, 2003). Some have argued that this continues to be because of educators' restricted vision. Others have warned against turning the use of computer into a method rather than using it as a medium. For example, Garrett pointed that "the use of the computer does not constitute a method" and it is only a "medium in which a variety of methods, approaches, and pedagogical philosophies may be implemented" (75).

Undeniably, computers will do things better and faster for us. They are altering the way in which all of us live and function: rest, manage expenses, trade and exchange views. The modern technological innovation is irrefutably altering the way in which all of us understand individuals, civilizations, nations and conduct our business.

Conclusion

Today, it seems, there will definitely be a computer in every pocket in near future. People are using text messages, the instant messages, social networking sites plus electronic mails on regular basis to communicate. Everyday fewer individuals decide to meet personally or answer the telephone. Whenever we have face-to-face discussion with somebody, we have numerous aspects which assist all of us. We have eye contact, body language, vocal inflection and most importantly, the ability to correct a miscommunication immediately. Over the phone, conversations still have the vocal inflection and ability to correct a miscommunication.

Some are of the view that in a text message, you simply include typed thoughts, having very weak sentence structure, and the means of your personal thoughts are likely to be at the mercy of the one who is receiving your text. The text messages may lead to a distortion of communication and to misunderstanding between the sender and receiver. The only respite is the emoticons that allow us to put the communication in a particular sculpt. It might be advisable to use the cell phone or even try to communicate face-to-face. We are not against technology, but are concerned about the social change that technology brings about.

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