

## Note on Media and Communication **Shiva Ramakrishna\***

**Received:** July 25, 2021; **Accepted:** July 27, 2021; **Published:** August 03, 2021

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### Note

Media are the communication outlets or tools accustomed store and deliver information or data. The term refers to components of the mass media communications industry, like medium, publishing, the fourth estate, photography, cinema, broadcasting (radio and television), digital media, and advertising, the event of early writing and paper enabling longer-distance communication systems like mail, including within the empire and Roman Empire, which might be interpreted as early types of media. Writers like Howard Reinhold have framed early varieties of human communication as early kinds of media, like the Lascaux cave paintings and early writing. Another framing of the history of media starts with the Chavez Cave paintings and continues with other ways to hold human communication beyond the short range of voice: smoke signals, trail markers, and sculpture. The term media in its modern application referring to communication channels was first employed by Canadian communications theorist Marshall McLuhan, who stated in *Counterblast* "The media aren't toys; they must not be within the hands of fictitious character and Peter Pan executives. They will be entrusted only to new artists because they're art forms." By the mid-1960s, the term had spread to general use in North America and also the UK. The phrase "mass media" was, consistent with H.L. Mencken, used as early as 1923 within the US. Major internet companies have more matured pressure by governments and also the public by elaborating self-regulatory and complaints systems at the individual company level, using principles they need developed under the framework of the worldwide Network Initiative. The world Network Initiative has grown to incorporate several large telecom companies alongside internet companies like Google, Facebook et al, likewise as civil society organizations and academics. In addition to responding to pressure for more clearly defined self-regulatory mechanisms, and galvanized by the debates over so-called 'fake news', internet companies like Facebook have launched campaigns to teach users about the way to more easily distinguish between 'fake news' and real news sources. soon er than the uk national election in 2017, as an example, Facebook published a series of advertisements in newspapers with 'Tips for Spotting False News' which suggested 10 things that may signal whether a story is genuine or not. There have also been broader initiatives bringing together a spread of donors and actors to market fact-checking and news literacy, like the News Integrity Initiative at the Town University of the latest York's School of Journalism. This 14 million USD investment by groups including the Ford Foundation and Facebook was

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**Citation:** Ramakrishna S (2021) Note on Media and Communication. Global Media Journal, 19:41.

launched in 2017 so its full impact remains to be seen. It will, however, complement the offerings of other networks like the International Fact-Checking Network launched by the Poynter Institute in 2015 which seeks to stipulate the parameters of the sector. Media technology has made viewing increasingly easier as time has passed. Children today are encouraged to use media tools at school and are expected to possess a general understanding of the assorted technolgies available. The net is arguably one amongst the foremost effective tools in media. E-mail, Skype, Facebook and other services have brought people closer together and created new online communities. However, some argue that certain forms of media can hinder face-to-face communication. In a very large consumer-driven society, electronic media like television and medium like newspapers are important for distributing advertisements. More technologically advanced societies have access to goods and services through newer media than less technologically advanced societies. In addition to the current advertising role, media are nowadays tools for sharing knowledge round the world. Analysing the evolution of media within the society, Popkin assesses their role in building connections between politics, culture, economic life and society. For example, newspapers have provided opportunities to advertisers and to readers seeking up-to-date information on foreign affairs or the economy. Willingly promotes the potential of contemporary technology to cross-cultural, gender or national barriers. He sees the web as offering a chance to determine a good and equal system of knowledge: because the internet is (in theory) accessible to anyone, any information on that is AI