

MOBILE PHONE AN EFFECTIVE COMMUNICATION MEDIA

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Abstract

It was seen that the most promotion, spread and use of mobile phone as a medium of communication has been seen among the young students on a large scale. Due to this, the researcher thought that the students of the affiliated colleges of Mumbai University should study. Because while using the medium of entertainment as a very cheap medium along with exchanging information, the standard of living of the students has increased and it has been observed that there has been a radical change in their behavior, that is why the researcher has treated the social, cultural, educational, intellectual, psychological, financial etc. condition of the students. Based on these facts, the objective formulated by the researcher is proved here.

Keywords: *Mobile Phone, Telecommunication, Telephone, Communication media, slung language, effectiveness.*

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Introduction:

'Communication' means the exchange of information, feelings and thoughts. As communication is the medium of expression, the means of transmitting information and accepting information have always been important in human life. The communication has become one of milestones in the stage of human progress. The communication has evolved through gestures, postures, hand movements, facial expressions, whistles, the letter sent through pigeons to telephones, radios, televisions, internet and mobile phones. Mobile phone as 'multimedia' has now turned to be an important means of communication.

The modern age is the age of information and the media has now gained the center stage of human communication. Due to the theoretical and technological advancement in the medium of communication, the propagation, spread, scope and speed of the medium is not only increasing but its

impact is being felt in all spheres of life. Marshall McLuhan, a media expert, said that the world has become a 'Global Village' because of the all-pervasive nature of the media, while Dennis Mcquail, another media expert, considers media as a 'tool of social change'. Mobile phones have revolutionized the field of communication. As this medium has become a means of communication, service and entertainment, especially for the youth studying in colleges, various aspects of this medium are being studied all over the world. In India too, this medium is proving to be hugely beneficial. India ranks second in the world next to China in terms of mobile phone subscribers, according to a report by the Telecommunications Regulatory Authority of India (TRAI), the number of mobile phone subscribers in India has reached 1161.81 million by the end of March 31, 2019". This is why, it is important to study mobile phones. As a researcher, I have studied how mobile phones are as effective as other

communication media.

The concept of communication media:

Like other basic human needs such as food and shelter, 'communication' is also a basic need. Man has been communicating through media since time immemorial. Primitive man also used mountain cave walls, stones and bones as a means of communication. Wood, leather and metal were used by humans for communication. Humans began using the medium of communication. This is the first stage of the communication revolution. Pigeons also seem to have been used to send messages to one another in medieval times. After this a message / letter / *khalita* used to be sent to a person separately. It used to take several days to get a message. The eighteenth century saw the beginning of the Industrial Revolution in Europe. The Industrial Revolution also revolutionized communication. After the Industrial Revolution, the field of telecommunications was also explored and traditional means or written communication was replaced by machines. And communication started through machines. Devices for telecommunication were developed. Communication started through wires, radios, wireless devices.

Effects of Mobile phones:

This small device of mobile phone has created many questions. All work began to be done through mobile phones. As it was put to good use, its side effects began to show. The younger generation has gone on a diet of this. Children are also victims of mobile phones. Mobile phones have caused many effects. Radiation emitted from mobile towers affects human health. It also affects the environment, animals and birds. There are debates around the world about this. Sleep time is also reduced due to being constantly on mobile phones. Due to the constant use of headphones, many began to hear less. Many are experiencing premature deafness. It has also caused many hearing problems. He uses his mobile phone even in the dark of night which affects the retina of his eye. Frequent use of mobile phones

seems to affect the fingers, neck and shoulders, head, legs and feet. "Many people have fallen victim to mental illness due to overuse of mobiles. Many have committed suicide. Many have gone permanently mentally deranged. A Special Unit has been set up at AIIMS Hospital in Delhi to treat a child who has gone on an internet diet. Many of these young people are treated, leading to some mental illness. Not living without a mobile phone is called '**Nomophobia**', Phantom Ringing Syndrome is called '**Gaming Disorder**'. Taking selfies every day is a mental illness called '**Selfitis**'.

Many today write on their mobile phones. Due to this, the writing technique has changed. That is, the abbreviated language was created. Instead of see you, **cu**, before, **b4** a new language system came into existence. Emoji is used to express your feelings in mobile phones. Of this code (Emoji) is used by many in mobile phone messages.

Uses of Mobile phones:

The mobile phone is not only a device of communication but also covers all areas of life due to its various features. The use of mobile phones has made life easier in the banking sector, health sector, education sector, industry sector, journalism sector, agriculture sector, election, government and many other sectors. This device can be used 24 hours a day in any field whether you are at home or constantly with it. Tommy T. Ahonen, the media writer, has given the status of media to mobile phone and said that mobile phone is the seventh media. Since the advent of mobile phones, journalists have been using them the most. Live news is also shown through video calls. This is why the concept of mobile journalism (MJ) was created.

The Indian Telecommunications Sector:

The British East India Company ushered in the modern telecommunications system in 1850. Telegraph service was introduced in India by telegraph service. The

1980s, however, belonged to Sam Pitroda, who radically changed the Indian telephone service. C Dot's program has created a network of telephone services across India. The telephone reached the common people and masses. Telephone booths started everywhere. Modern mobile services arrived in India on July 31, 1995. As on December 31, 2019, the number of mobile phone holders in India was 115 crore 14 lakh 37 thousand 099. 5G technology is expected to be launched in India by the end of December 2021.

Research Objective:

In the presented research, the researchers had set some objectives of this researcher. The prime objectives of the present research work are as follows:

- 1) To examine the changes in the behavior of the students due to the medium of mobile phone.
- 2) To explore the educational usefulness of mobile phone medium for students.
- 3) To study of qualitative change in students through mobile phone.
- 5) To find out the causes of far-reaching effects of mobile phone on students.

Survey research method:

In this research "Mobile Phone an Effective Communication Media", college students are using mobile phones for communication and for a variety of reasons. This has led to the use of this survey method to find out the attitudes of the respondents to study whether mobile phone is an effective means of communication.

Sample Collections:

The presented research uses a three-tiered sampling technique for sample selection. The jurisdiction under the University of Mumbai was selected. These include Mumbai City, Mumbai Suburbs, Thane, Raigad, Ratnagiri, Sindhudurg and Palghar. Out of these, Mumbai City, Mumbai Suburbs, Thane and Raigad were selected as the four districts. Out of these,

Mumbai city and Mumbai suburbs were selected as urban areas and Thane and Raigad as rural areas.

Sample size:

In the present research, information was first filled by 490 respondents in the form of questionnaires. Out of them 6 respondents were canceled due to insufficient information in the questionnaire. Therefore, the information filled in the form of questionnaire from 484 respondents was finalized.

Research tools:

A total of 99 questions and sub-questions from seven different sections were answered by the respondent in the form of a closed questionnaire for the research topic "Mobile Phone an Effective Communication Media". It is classified into seven types.

- 1) Personal information of the respondents: 2) Questionnaire on how 'Mobile Phone' is an effective means of communication: A total of 93 questions were prepared for this questionnaire. Five-point response categories were used. Which were categorized as Completely Accepted, Accepted, Uncertain, Invalid, and Completely Invalid 3) Purpose of using mobile phone 4) Usefulness of mobile phone 5) Usefulness of mobile phone function 6) Ease of using mobile phone 7) Change in the life of students due to the effect of mobile phone.

Sample Selection techniques for research:

The data presented for the research "Mobile Phone an Effective Communication Media" has been compiled from both primary and secondary sources. Survey: The questionnaire prepared for this research had a total of 93 questions. These questions were of a closed ended. The survey was conducted from October to December 2017.

Conclusion:

As the present researcher is a practitioner in the field of media, the subject of "Mobile Phone an Effective Communication Media: a Study" has been selected for this research. It has been found to be the most prevalent

among the young students. Due to this, the researcher felt that the students of the affiliated colleges of the University of Mumbai should conduct a serious study. Because the exchange of information and use of entertainment as a very cheap medium has raised the standard of living of the students and has shown a radical change in their behavior, the researcher has treated the social, cultural, educational, intellectual, mental and financial condition of the students. The objective created by the researcher based on these facts is proved here.

Recommendations:

At the end of the present research, he is making the following recommendations.

1. Most of the students were in the age group of 18 to 28, all of them young people and they use mobile phones more; they need to try to reduce the use of mobile phones.
2. It is a good thing that the mobile phone keeps the student up to date, provides comprehensive information and interacts with each other. The student is required to provide enlightening information through mobile phone.
3. The use of mobile phones to improve students' work, to have effective control over work, to complete tasks faster, to help at critical moments in work, to increase efficiency, to improve performance, to complete impossible tasks, to increase work efficiency, to make work easier, to be more useful. This media is effective as mobile phone has helped the student in all the above matters, it should be used more effectively.
4. The mobile phone has caused the student to forget to write, write abbreviations (slung language) without writing the full word, use emojis.
5. The mobile phone has not only brought loneliness in the lives of the students, it has also given them the confidence to speak in a roundabout way.
6. Students talk on mobile for at least 3 hours, the first call comes between 7 and 10 in the morning and the last call is between 9 and 10 at night, the student should be discouraged from talking too much.
7. The student uses a mobile phone while at home, does not devote full time to family and friends, and spends time playing games on the phone. For this it is necessary to counsel the students.
8. The student is constantly on social media, the mobile phone gives the virtual experience of being in a group even when alone. This requires keeping the student away from social media and constant use of mobile phones.
9. Constantly looking at the small screen of a mobile phone puts strain on the eyes of the students, causing eye pain. This requires the student to be informed of the side effects of the mobile phone.

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