

A Digital Media Person in you “How to Win Media Strata and Influence People”

Manickavasagam S

PG Student

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Abstract

This paper explores the importance of Developed trends in digital media and journalism. It also influences the most important aspects like citizen journalism and public awareness, social media and journalism, media democracy and the value of news. The articles, however, vary in their definitions but it illustrates the people-physco analytical stages to identify their mindset and create a chain lock with all the achievements made in modernized world related to the various types of media developments and also constructing the truth about the Post modernization of media with its demographic audience. This paper examines schramm, jeff bezos, sigmund freud articles to find out the new hidden results in media and infact this study, mostly used researched articles, survey methodology to know the current scenario in the Development of media. Finally, the results are proving that, though there are Abudant growth in the digital media, but it won't affect the values of all other media and also the people importance to the various types of media was very strong and fruitful.

Keywords: Citizen Journalism, Post-Modernized Media, Freudian Analytics on People Mind, Growth of Digital Media, Media Democracy

Introduction

To prove that “Digital media makes a revolutionary approach in this modern society and it creates a core impacts for the citizens to know about their values and responsibility with valueable authority among students”

Importance

This research will be useful for the scholars, who are coming up with the same above thesis and also it helps the students who are doing research in this topics.

Conclusion

The research clearly states that, “**students are interested to the new digital media trends and they are subjected to follow journalistic view in this society**”

Part 1

- Formulating A Research Question
- Broad Area: College Students
- Question: Students are Interested in Recent Digital Media and Journalism Devolpmnts?

Concept	Indicator	Variables	Attributes
Students Are Interested In Recent Digital Media And Journalism Devolpmnts?	1.How Many Hours Spend On Digital Media 2.Technological Vs Journalism 3. How Many Social Media Accounts Do They Own?	1.Misunderstanding About The Importance Of Media Democracy And Also Various Technologies That Are Developed For Good Work	Undisciplined Mannerism And Usage Of Internet Porn Culture And Adultery Are Inappropriately Broadcasting.

E-mail Id: ashoklee94@gmail.com

Orcid Id: <https://orcid.org/0000-0002-0575-9441>

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- Causal Relation
- Independent Variable: Media
- Dependent Variable: No Importance for Public Awareness and Journalistic View on Humanity

Part 2

Review of Literature

Research 1

Richard Fletcher (2015)

On his study, "Paying for online news were developed into a successful way". He stated that "literary scale shows that "only two percent of youngsters are happily willing to pay for online news".

Research 2

Elisa Shearer (2017)

On her study, "Whether News use across social media platforms". He stated that "Every social media has news for society and minority adults are highly interested, they are 74 percent in the scale".

Research 3

Nikki Usher (2017)

On his study, "Venture backed news startups and field of journalism". He stated that "more than 60% of students said and agreed – reading content on digital platform saves time and money.

Research 4

Mark Hansen (2016)

On his study, "Do teens accept artificial intelligence seriously anymore".

He stated that "It can't be proved, until everyone is agreed with it. Because Life time research, know that digitalized media is a transformative. But they can't prove it.

Research 5

Rob Faris (2014)

On his study, "Online media and 2016 U.S presidential election?"

He stated that, "it is un identical". It means digitilization may or may be they like to follow.

Research 6

Avery E.Holton

On his study , "Impact of media democracy"? especially media students.

He stated that, "laziness is major cause to stop the students to be the media Democratic"

Research 7

Gary King (2010)

On his study, "teens of today accepting the stratagies used in media science for recent trend settings " He stated that, "Digitalized techniques never cross down the print world", so students can actively participate in book reading too.

Research 8

Ariel White (2016)

On his study, "How news media activate public expression and influence national agendas"

He stated that, "online media platform provides both knowledge and entertainment for media students. But they does n't showing interest in it.

Research 9

David A.L.Levy (2014)

On his study, "Digital news report 2017"

He stated that, "Digital news consumption was reached everywhere around 36 countries, the survey record".

Research 10

Aaron Smith (2018)

On his study, "Social media use in 2018?"

He stated that, "its agreed. Majority of americans use facebook and Instagram

Analysis on Above case studies

- Research that says agreed- 8 case studies
- Research that says disagreed – 2 case studies

So it proved that, "DIGITAL MEDIA creates impact on students and others too".

Part 3

Materials & Methodology

Study Population

College students

Sample Size

- Students - 50 members
- Total students - 50 members

Method

Questionare-Survey Method

- (Around 20 questions printed and distributed to the students of media and Other students asked them to fill, so that the percentage calculated for those are interested to know digital media trends rather than any technologies)
- (the questions are in the side of deciding their view about their responsibility digital habit and it whether creates impact deeply to them)

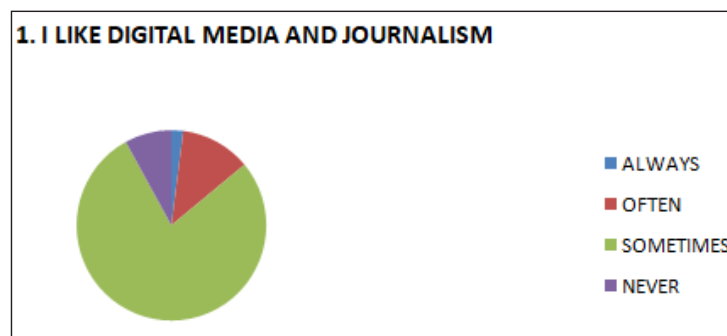
Part 4

Results

(With Chart Illustrations)

1.I Like Digital Media and Journalism

Always	1
Often	6
Sometimes	39
Never	4

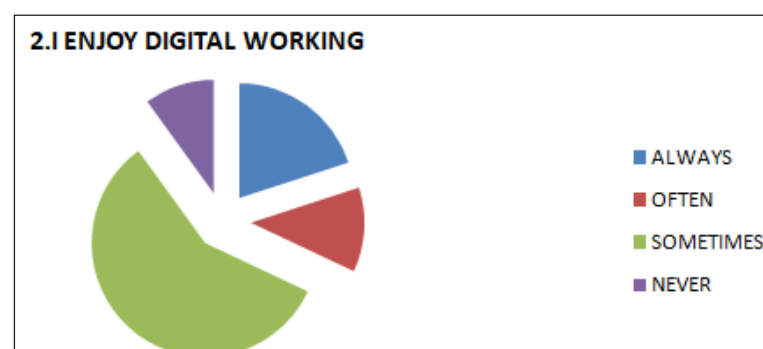


The above table shows that, “78% of students are interested in digital media and journalism sometimes” And “only 2% of students said they will look into always”.

Hereby it proved that media students are interested to digital media.

2.I Enjoy Digital Working

Always	10
Often	6
Sometimes	29
Never	5

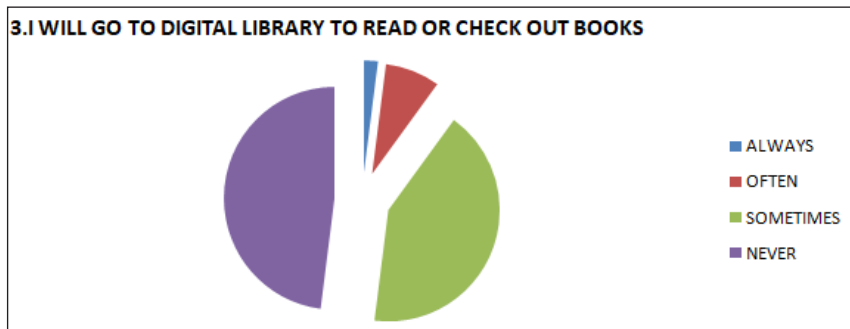


The above table shows that, “58% of students are Said that digital working gives enjoyment ” And “only 10% of students said that manual working gives always pleasure”.

Hereby it can’t be proved that students are enjoying Digital working.

3.I will go to Digital Library to Read or Check out Books

Always	1
Often	4
Sometimes	24
Never	21



The above table shows that, “48% of students are Said that They will go to Digital library sometimes to check out books” And “only 2% of students said that they always visit to library to check out books”.

Hereby it can’t be proved that media students are enjoying Digital Reading.

4.Like to go to Book Stores to Buy Books

Always	1
Often	7
Sometimes	22
Never	20



The above table shows that, “44% of students are Said that They will go to ONELINE BOOK stores sometimes to check out new books” And “only 2% of students said that they always visit to book shops to check out books”.

Hereby it can be proved that students are updating themselves to new ONLINE books regularly.

5.I Use Digital Media that are Perfect for my Level

Always	23
Often	8
Sometimes	13
Never	5

5.I USE DIGITAL MEDIA THAT ARE PERFECT FOR MY LEVEL

The above table shows that, “46% of students are Said that They will Use books for their knowledge of understanding digital media” And “only 2% of students said that they always understand what they use”.

Hereby it shows that students are able to recognize the level of their understanding by themselves.

6.I Use Social Networks

Always	30
Often	8
Sometimes	11
Never	1



The above table shows that, “60% of students are Said that They understood they are always using social networks” And “only 2% of students said that they never understood why they using social networks”.

Hereby, it shows that they understood what they use!

7.Which Comprehension Strategies do you use

Re-Reading Passages	19
Text-Text Comparison	3
Dictionary	16
Making Predictions	10

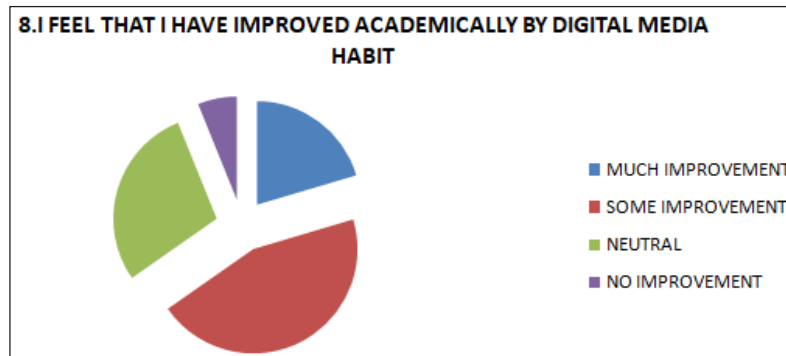
7.WHICH COMPREHENSION STRATEGIES DO YOU USE?

The above table shows that, “38% of students are Said that They will use re reading option mostly” And “only 6% of students said that they always use text to text comparison”.

Hereby it proved that re reading a passage helps students.

8.I Feel that I Have Improved Academically by Digitilized Media Habit

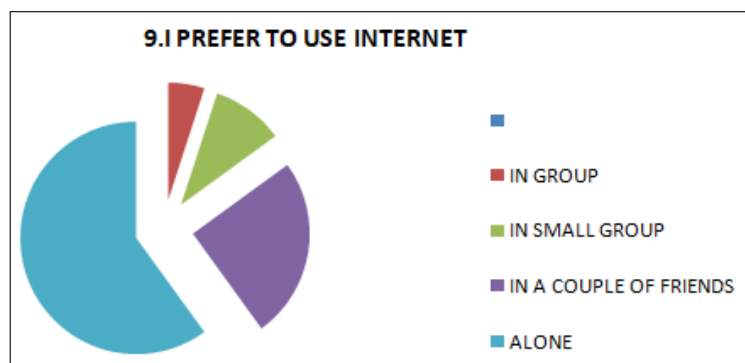
Much Improvement	10
Some Improvement	22
Neutral	14
No Improvement	3



The above table shows that, “44% of students are Said that They had some improvement in their academic activities”. And “only 6% of students said that there are no improvement”.Hereby it proved that,”students increasing academics by digital media always”

9.I Prefer to use Internet

In Group	2
In Small Group	4
With Couple Of Friends	10
Alone	24

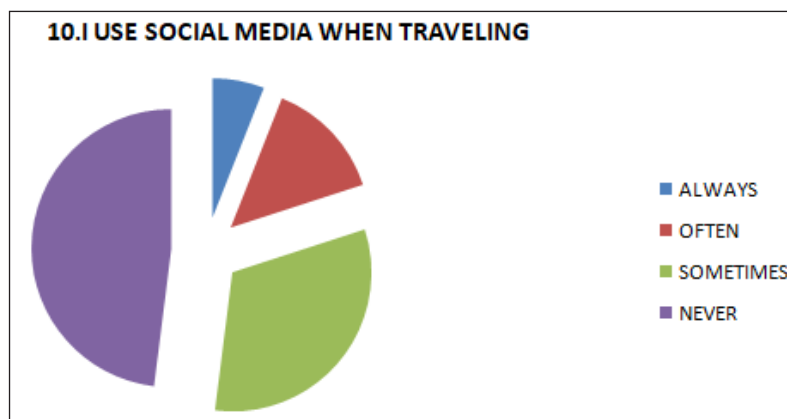


The above table shows that, “48% of students are Said that They prefer to Use alone” And “only 8% of students said that they like to use in groups”.

Hereby it shows students usually prefer to use when they are alone rather than groups.

10.I Use Social Media When Travelling

Always	3
Often	7
Sometimes	16
Never	24



The above table shows that, “48% of students are Said that They will use social networks while travelling” And “only 6% of students said that they are not interested in using internet while travelling.

Hereby it proved that students are like to use social media in travel.

Part 5

Conclusion and Suggestions Based on my Variables

Study

Research 6

Avery E.Holton

On his study , “Impact of media democracy”? especially media students. He stated that, “laziness is major cause to stop the students to be the media Democratic”

In My Research

It shows that, “78% of students are participating for social cause sometimes with media democracy- to pass what they known,captured or recorded in a digital form” And “only 2% of students said they will never”.

Hereby it proved that students areknown the importance of media democracy.

Therefore both of the studies shows that, “students are interested in independent media.”

Study

Research 2

Elisa Shearer (2017)

On her study, “Whether News use across social media platforms”. He stated that “Every social media has news for society and minority adults are highly interested, they are 74 percent in the scale”.

In My Research

It shows that, “58% of students are Said that they know news through social networks only” And “only 10% of students said that they use other technologies to get their updates”.

Hereby our studies shows that, it can be proved that students are educated through social networks.

Study

Research 8

ARIEL WHITE (2016)

On his study, “How news media activate public expression and influence national agendas”

He stated that, “online media platform provides both knowledge and entertainment for media students. But they does n’t showing interest in it.

In My Research

It shows that, “48% of students are Said that They will gain knowledge and only 2% of students said that they will never use it”.

Hereby it can be proved that students are gaining knowledge in media platforms.

Study

Research 9

DAVID A.L.LEVY (2014)

On his study, “Digital news report 2017”

He stated that, “Digital news consumption was reached everywhere around 36 countries, the survey record”.

In My Research

The above words shows that, “44% of students are Said

that They will go to news apps sometimes to check out new” And “only 2% of students said that they always visit to news shops to check out newspapers”.

Therefore we both of them concluded, students are not interested in buying newspaper regularly. it can't be proved that students are updating themselves by digital news regularly.

Study

Research 2

Elisa Shearer (2017)

On her study, “Whether News use across social media platforms”. He stated that “Every social media has news for society and minority adults are highly interested, they are 74 percent in the scale”.

In My Research

It shows that, “46% of students are Said that They will use social media for their knowledge of understanding updates all over the world” And “only 2% of students said that they are not interested in social networks”.

Hereby above author case study contradicts. But my research clearly shows that students are able to recognize the level of their understanding by themselves.

Result

The above research clearly states that, “**students are interested to the new digital media trends and they are subjected to follow journalsitic view in this society**”.

Acknowlegment

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