MODERN VIEW OF MASS MEDIA - INFORMATION COMMUNICATION TECHNOLOGY

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Abstract: Various technologies have been developed over the years in terms of information and communication. Some of them had many versions as well. However, the feasibility of technology is to the extent it is cost effective to its users and it survives till it is taken over by an alternative far more superior and cost effective technology.

Keywords: information and communication technology, digital technology, novations taking place, six main components of an ICT system, facilitates interactions between sellers and buyers.

СОВРЕМЕННЫЙ ВЗГЛЯД НА МАСС-МЕДИА - ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫЕ ТЕХНОЛОГИИ

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Аннотация: Разное технологии были разработаны на протяжении многих лет с точки зрения информации и связи. Некоторые из них также имели множество версий. Однако осуществимость технологии зависит от того, насколько она экономически эффективна для своих пользователей и выживает до тех пор, пока ее не заменит альтернативная, гораздо более совершенная и экономически эффективная технология.

Ключевые слова: информационно-коммуникационные технологии, цифровые технологии, происходящие новации, шесть основных компонентов системы ИКТ, облегчающие взаимодействие между продавцами и покупателями.

Webopaedia defines ‘information’ as a word, which has many different meanings in everyday usage and in specialised contexts, but as a rule, it is a concept that is closely related to data, instruction, knowledge, meaning, communication, representation and mental stimulus. Information is knowledge derived from data/ data placed within a context. It is a message, something to be communicated from the sender to the receiver. Information in an organisation is the collection of expertise, experience and database that individuals and workgroups use for discharging their responsibilities. It is produced and stored by individual minds, or implicitly encoded and documented in organisational processes, services and systems. It is required for better planning and control. Shannon and Weaver define information as the amount of uncertainty that is reduced when a message is received.

Information and communication technology is a term that describes all components and infrastructure that make modern computing possible. Regardless of your tech-related experience and background, knowing what information and communication technology is can help you improve your knowledge of the field and pursue related

jobs. Researching the subject can help you define your career path. ‘Communication,’ on the other hand, is the process of information, usually via a common system of symbols. Communication can be interactive, transactive, intentional or unintentional; it can also be verbal or nonverbal. ‘Information and Communication(s) Technology’ (ICT) is then about use of technology in information processing and communication. In particular, it deals with the use of electronic computers and computer software to convert, store, protect, process, transmit and retrieve information. ICT may be discussed in terms of all the uses of digital technology that already exist to help individuals, businesses and organisations use information. ICT covers any product that will store, retrieve, manipulate, transmit or receive information electronically in a digital form. For example, personal computers, radio, ham, telephone, broadband, digital television, email, robots etc. are all equipment, which can be classified as ICTs. Importantly, it is also concerned with the way these different uses can work with each other. In this Unit, we will be discussing some of the important technologies that are used in information processing and communication.

Information and Communication Technologies (ICTs) is a broader term for Information Technology (IT), which refers to all communication technologies, including the internet, wireless networks, cell phones, computers, software, middleware, video-conferencing, social networking, and other media applications and services enabling users to access, retrieve, store, transmit, and manipulate information in a digital form.

ICTs are also used to refer to the convergence of media technology such as audio-visual and telephone networks with computer networks, by means of a unified system of cabling (including signal distribution and management) or link system. However, there is no universally accepted definition of ICTs considering that the concepts, methods and tools involved in ICTs are steadily evolving on an almost daily basis.

To define professional skill levels for its ICT professional education products, the IEEE Computer Society has adopted, for example, the Skills Framework for the Information Age (SFIA).[1] The value of ICT strategies as a means of bridging the digital divide and as a powerful tool for economic and social development around the world should not be underestimated in agricultural and related sectors. Improving extension of ICT services to farmers would effectively improve the transmission of global open data for agriculture and nutrition for development of sensible solutions addressing food security, nutrition and sustainable agriculture issues.

By using ICTs, there have already "been diverse types of innovations taking place in the agriculture sector, which include commodity and stock market price information and analysis, meteorological data collection, advisory services to farmers for agricultural extension, early warning systems for disaster prevention and control, financial services, traceability of agricultural products, agricultural statistical data gathering, etc." (ICT for sustainable agriculture, FAO, 2013).

There are six main components of an ICT system. They are:

1. *Data: Facts and figures enable information and communication systems to function by providing the information they require to generate an output. Data also helps ICT users and creators build a context that gives meaning to their actions.*
2. *Information: Users and systems process raw data for specific purposes, converting it into usable forms.*
3. *Hardware: These are the physical components that make information and communication technology possible. Some common pieces of hardware that are a part of ICT are processors, memory cards, sound and video cards, keyboards, webcams and microphones.*

[1] Straubhaar, Joseph (2007) World television: from global to local, Los Angeles: Sage Publications

4. *Software: These are the computer programs that instruct the hardware to function in predetermined ways that enable ICT. Software developers usually build them using specific programming languages and each software application has a specific role.*
5. *Procedures: The people who use information and communication technology and the software applications that help them do it usually require specific procedures that outline the series of actions that each must perform to enable an ICT system to run as planned.*
6. *People: The final crucial components of an ICT system are the people who use it. They use raw data to get the information they require, use hardware components like keyboards to input information into dedicated software applications and then use specific procedures to send that information to people in different geographical locations connected through an ICT system.*[2]

Advancements in communication speed and in the quality of devices for data input and output have created more effective educational methods and techniques. Students can use modern tech and communication devices to gain access to courses from any geographical location with internet access, increasing the scope of effective educational programs. Also, interactive online courses eliminate the need for all students taking a course to advance through it at the same pace, giving each student the opportunity to learn at an individually appropriate speed.

Using ICT solutions in education not only tends to improve access to education and lead to the creation of new educational methods but can also make courses more engaging and interesting to students. Interactive multimedia courses appeal to students' imagination and make learning a more fun experience, which usually

[2] Thussu, Daya (2006) (ed) International Communications – continuity and change, London: Hodder Education

makes it easier to engage with the course and retain relevant knowledge.Career Guide

Information and communication technology also facilitates interactions between sellers and buyers, in multiple ways[3]. Some of these ways are:

1. Enhanced payment systems: These technologies enable credit and debit card transactions, helping both sellers and buyers perform transactions and keep track of their finances.
2. New promotional methods: Sellers can use information and communication technology to present their organization and the goods or services they're selling to specific segments of the general public.
3. Improved sales and marketing funnels: Sales and marketing funnels are terms that define the ways in which businesses outline their customers' experience before they make the decision to buy. Technological advances in artificial intelligence and data analytics allow selling organizations to better define their funnels and enable them to spend their resources on improving the way that potential customers interact with them[4].
4. New ways of presenting goods and services to potential customers: Advances in information and communication technology, such as augmented reality and virtual reality, help businesses create interactive presentations that help their potential customers understand a good or a service's main characteristics.
5. New ways to monetize software applications: Companies that develop software can use information and communication technology to sell their products on a subscription basis, through a model called software as a

[3] Thussu, Daya (2006) (ed) International Communications – continuity and change, London: Hodder Education

[4] Tomlinson, John (1999) Globalization and Culture, Cambridge: Polity Press

service. This model helps software developers instantly distribute their products through the internet and helps users manage their finances by only paying for the applications they currently use instead of buying perpetual software licenses.[5]

Being able to communicate and exchange files in real-time through information and communication technology has created the possibility of performing some work-related tasks remotely, from any location with access to the internet. This helps employers because it reduces their office space costs and helps employees by eliminating commute times. It also enhances the job market by allowing people to work for companies that would not have been accessible otherwise due to their geographical location.

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