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MARSHALL MCLUHAN 'MEDIUM IS THE MESSAGE' APPROPRIATENESS IN CONTEMPORARY MEDIA STRUCTURE: A CRITICAL ANALYSIS

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Abstract

The main aim of this study is to find out the relevance of present mass mediums also known as new media particularly social media in comparison to traditional Media taking into consideration the famous enigmatic paradox "medium is the message" by an early educator and pioneer of the study of communication, Marshall McLuhan. It is being done through the critical analysis of how new media (i.e social media) as a medium is disseminating information among the public and its impact in comparison of mediums of traditional media. Two main portions of mass communication that is Medium and Message on the both traditional media (Television, Radio and Newspaper) as well as new media (Internet included Social Media) are being examined with the help of both quantitative and qualitative research i.e, observation, content analysis and questionnaire.

Keynotes:Medium is the message, Traditional Media, New Media, Social Media.

Hypothesis

H1: In mass communication medium has its own impact on the process of disseminating information

H2: Audiences categories information on the basis of their source as well as medium through which information is being disseminating

H3: Concept 'Medium is the message' has more applicability in contemporary mass communications mediums.

Identification of Variables

In this study researcher is trying to decipher the concept 'Medium is the message' in that case concept Medium becomes dependent variable because main focus is upon the concept that how this concept is valid in current scenario of new mass communication mediums. On the other hand, how message is being received and manipulated by the audience is independent variable. Along with message how a nature of receiver is also an independent variable.

Introduction

Even though Marshall McLuhan had never experienced Internet as he died on 1980's but his words in his book Understanding Media: The Extensions of Man that "Medium is the message" reflects contemporary media's attitude which audiences are being experienced in the form of fake news. Understanding Media: The Extensions of Man is a 1964 book by Marshall McLuhan emphasis that the media should be keep in consideration than content. He came up with this contemplation that medium affects the