MEDIA IN THE CONTEXT OF TRANSFORMATION OF CONTEMPORARY CULTURE

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Abstract

Culture and Media give us some extraordinary situation that how with the growing demand of media development has change the agent of socialization in Pakistan that give parents a role model to get and apply these things in actual life the purpose to think on that either these changes are playing a positive role in personality confidence by engaging these media tool or on culture   in (shape of information exchange and interaction) in the modern world. The current study focus the role in the development of cultural dimensions to serve the local people   by evaluating and categorizing electronic and social media mediations towards culture and personality changing opinions of the people in this area. In this study the sample size were 150 local society members from universities in Faisalabad comprising male female students, lecturers, and employee included. The data collection tool was questionnaire. Data collection and Interviews were taken on random basis. Factor Analysis (Exploratory and Confirmatory) was used for questionnaire and interview validity and reliability. This particular study will contribute towards media and culture study in Pakistan.

Keywords: culture, mass communication, values, symbolic experience, secularization

Introduction

The social and electronic media has played a very clear role to   hit every sphere of the human feature. In the present periods, media sources   are mingled with the society's commercial development as well. The evolution of electrical and social media has   prodigious influence on the society. Bukhari (2013) reported in their study that it is very multifaceted to recognize the relationship between social and electronic media and its consequence on cultural norms because it may interpose many other reasons.

It is not as important to focus that the social and electronic media has played straight impression to cause fragmentation in the culture and distinct personality. So, this explicit research study will aim at empirically examination between electronic and social media bearing on culture and individual personality development of local society. In count, the research study will be endeavored to donate towards the local

community by examining and classifying automated and social media interferences on the way to culture and personality developmental observations. Lerner (2005) has focus on the basic assumption of increasing social and cultural demand of hat agent of change that leads people to adopt modern technology ignoring the values of their ancestors that basically play a crucial role for personality development that how the basic things neglect the importance of other barriers of culture as well highlight the assumptions the basic pattern of growing demand of luxuries life in big cities , development, literacy and experience to mass media through the various pattern of that typical culture that how people are moving toward modern transformation of life by ignoring the values of their society and are going out the web of culture transition in modern civilization.

Media and changing culture

The social influence of inter connectivity has lead toward many new dimension of cultural values has deep immersion on various societal sectors that how the cultural debate is going to create change among people thinking cultural institutions, unexpectedly motivating customs as well as presenting new performs. As other methods, communication and media are linked with various social factors that thus they are playing their role in social setting.

The electronic media has shifted many businessmen and other worker toward the inclination of generating workforce capacity or to collect and generalize the information up to the demand of modern world, media hypnotize the working capacity of individual through various demand of society and media so forth play that role of spreading information .(Banerjee, 2008).

 One important factor of that given research study analyzed   that how the private sector media have an large participatory   and assembling role to play when it comes to what society do and certainly with respect to emphasizing the social accountability of the media and the people related to this field.(Bennet, 2003).

According to Veltri and Elgarah (2009) there are various type of media including print media, social media, electronic media   that are playing various interlinked role for the fulfillment of the demands of the society that how people are playing role for adaption of new technology and modern cultural demands for the purpose of satisfaction in the name of so called advancement. Media is not only a source of information but it also providing   people a fundamental source of recreation from all over the world you can always have a connection with a people at any time anywhere in the world. The modern world is changing the courses of stay connecting with people through various mod of communication with effective and reliable source of world networking system. Social networking sites are playing a segmental role for various web services that permits persons to build a public or private   within a restricted system.

Rosengren (2001) suggested that the firm essential basic needs intermingle with personal appearances and that play a major role in the development of individual in

the social setting of the people that how single person how learnt by the segment of the discrete to produce apparent issues and apparent clarifications.

Media in the cultural debate playing a duel role for monopoly of gender women have reserved for the satisfaction by demand of culture by ignoring the various element of respect and care women are busy to arose their life style while ignoring their daily duties in this fake world of media war social media discussion, women are presently not in a situation to prescription the development of those boards not the way people will used by the media concerns whose content is gradually expended there (Nielsen 2012).

Debrah (2013) in her study says that the several methods of information or people have change their hobbies to by using media mood of communication so that they could get latest knowledge of learning or to found numerous ways to get information to have a social setup in their own capacity on social media changing world trend of getting information in the form of modern technologies how these form networks and how media technology adds towards identity of thinking and logical interpretation of concepts about tenderness and attachment. She develops a concept of intervened relationships to understand how modern ways of thinking toward natural phenomena report matches with new relationships and the notion of 'friendship' as a part of the special properties of an interconnected world modern media demand of a interacted society. The author also highlighted the five core concepts of social media commitment: the enactment of online self; teen age companion ships.

Methodology

The current study will play a significant role in the development of cultural dimensions to serve the local people by evaluating and categorizing electronic and social media mediations towards culture and personality changing opinions of the people in this area. In this study the sample size were 150 local society members from Faisalabad comprising university male female students, lecturers, and employee included. The data collection tool was questionnaire. Data collection and Interviews was taken on random basis. Factor Analysis (Exploratory and Confirmatory) was used for questionnaire and interview validity and reliability. Self-administered questionnaires were distributed among the individual respondents and interviews will be taken on random basis. For data analysis descriptive statistics, factor/ path analysis through multiple regressions was used.

Result interpretation

Distribution of the respondent according to the electronic media changed the living style of people in modern ways.

Table No .1

living style	Frequency	Percent
Agree	67	44.7
Neutral	26	17.3
Disagree	57	38.0
Total	150	100.0

Table shows that the 44.7 % of the respondents agreed that the impact of electronic media changing the living of the people in modern ways 17.3% of the respondent neutral that the impact of electronic media changing the living style in modern ways 38.0% of the respondent disagreed that the impact of electronic media changing the living style in modern ways.

Table 2. Distribution of the respondent according to the electronic media faster way to communicate others

Communicate	Frequency	Percent
Agree	83	55.3
Neutral	34	22.7
Disagree	33	22.0
Total	150	100.0

Table shows that the 55.3% of the respondent agreed that the electronic media faster way to communicate others 22.7% of the respondent neutral that the electronic media faster way to communicate the others 22.0% of the respondent disagreed that the electronic media faster way to communicate the others.

Table 3. Distribution of the respondent according to their changing life style.

Life style	Frequency	Percent
Agree	93	62.0
Neutral	37	24.7
Disagree	20	13.3
Total	150	100.0

Table shows that the 62.0% of the respondent agreed that the electronic media changing life style of the people 24.7% of the respondent neutral that the electronic

media changing life style of the people 13.3% of the respondent disagreed that the electronic media changing life style of the people.

Table 4. Distribution of the respondent according to their adopting new technologies.

Mode of adoption	Frequency	Percent
Strongly disagree	33	22.0
Disagree	34	22.7
Agree	32	21.3
strongly agree	51	34.0
Total	150	100.0

Table shows that the 22.0% of the respondent strongly disagreed that the adopting new technologies 22.7% of the respondent disagreed that the adopting new technologies 21.3% of the respondent agreed that the adopting new technologies 34.0% of the respondent strongly agreed that the adopting new technologies.

Conclusion

Electronic media revise provincial social orders in an extremely positive means like on account of media impact people of rustic territories understand new innovations their utilization and edges also. Media could be a gift for kids in numerous implies that. They get supportive material identifying with their calling and propelled guideline mainly through the media. On account of media steerage country improvement moreover increment because of taught ranchers by taking a gander at horticultural ads will utilize that seeds, devices, hardware's and strategy of abuse that stock. Media shows a critical half in forming the conduct of people. On account of media impact the quantitative connection of achievement furthermore upgraded in provincial regions. The commitment of electronic implies that inside the fields of abilities, getting the hang of, instructing, instrumentation and wellness mind is estimable.

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