

Importance of Media in contemporary world

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ABSTRACT

The term "social media" refers to a group of online communication platforms that focus on collaboration, sharing, and feedback from local communities. The media has revived human existence, given people new hope, and made the challenges of daily life more visible. These resources enable all contemporary scientific advancement, prosperity, inventions, and research. Although Hazrat Adam was the originator of social media, new conveniences and methods have emerged with the arrival of evolution. The media has had a significant influence on people's lives. This information can be found through a variety of places, such as Facebook, Twitter, Instagram, Snapshot, YouTube, and Emo. This study examines the Importance of Media in contemporary world.

Keywords: social media, importance, contemporary, social media tools.

INTRODUCTION

Considering the definition of media, the definition of social media is as follows:

Social media is that which connects people in a society through some means and builds relationships with each other. Even in today's busy life, people feel very close to each other through social media.

When people interact through social media, they are creating, sharing, and/or exchanging content and ideas in online groups and networks. The primary Facebook page is managed by the office of communications and marketing. Twitter, accounts on Vimeo, YouTube, Snapchat, and Instagram. (*Social Media Overview - Communications*, n.d.)

Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts.

It means something like this:

Websites and other media that are used to communicate to a very large group. Through which human beings also share information with each other and enhance social and professional relations. (*Social_Media_Definition_and_*, n.d.)

All media is a communication channel that collectively dedicates itself to living, communicating, sharing content and sharing it separately.

Similarly, another definition of social media is as follows.

Social media is an activity that research has shown to benefit children and adolescents by enhancing communication. Social connection and even technical skills. Social media sites such as Facebook and My space offer multiple daily opportunities for connecting with friend's classmates and people with shared interests.

It means something like this:

Social media is an activity that explores the communication needs of children, young people, and even technical skills. As well as being useful in improving the expression of interests.(O’Keeffe et al., 2011)

Social media refers to the diverse variety of web-based and mobile services that let consumers engage in online discussions. Join online groups or add user-generated content. Internet services of the type that are frequently connected to social media." (Dewing, 2010)

It means something like this:

Social media is what is called the most basic means of internet and mobile. Participants can make changes in front of each other, add custom content or adopt an online family. Internet work is mostly done through social media.

It explicitly mentions the media and social media in the media, ie social media.

Life is passing very fast nowadays through social media, and it is very difficult for anyone to have time to sit and talk with anyone. Therefore, in this case, the media has made people's work easier and has saved a lot of time for daily activities of life.

Dr. Khalid Alvi writes in his book "Islam is rich in social system that:

The media has given a new impetus to human life and has given a new lease of life to human beings and has exposed the problems of life. All modern scientific progress and prosperity, scientific inventions and scientific research are realized through these sources. The invention of satellite has encompassed the whole world. All the happenings and accidents in the world can be seen on the television screen. The media has increased tremendously in information and awareness. The need for media is not only in the disposal of information but also in entertainment. In the latest news of the world, your scientific inventions, scenes about sports, music and educational programs which add to the daily life of human beings. It is a sign of global awareness that if there is an accident or incident in any corner of the world, it can be known through home-based media i.e., internet, television and so on. It is a wonder of the media that nothing can be hidden. (Alvi, 2009)

The media has therefore made our lives happier and more comfortable for us. You can listen to any up-to-date information or any event while sitting at home.

Similarly, Dr. Wasim Akbar Sheikh in his book "Media and Islam" is write:

"The media not only provides new information but also warns of the dangers posed to human life, such as earthquakes, earthquakes, floods and environmental pollution." So that we can take precautionary measures. Considering the importance of communication, Western countries have given it the status of a regular science and more research is being done in various fields of media.(Akbar, 2005)

According to Fahmi Al-Najjar:

In fact, since the time of Jahiliya, poetry has been used as the most important medium of communication and the satire of the polytheists was very deep and effective. On this basis, the Prophet (peace and blessings of Allah be upon him) addressed Hasan ibn Thabit and said:

"Spell the Quraysh that it affects them more than the shooting of arrows." (Al-Najjar, 1997)

Purpose In the time of the Holy Prophet, the busy means of communication and their sources were:

The Qur'an, the work of communication through memorization, communication through writing, communication through poetry, invitation and preaching, messengers and messengers,

communication through trade, communication through mosques, preaching through spouses, art of communication as a means of communication, farewell sermon. (Niazi, 2005)

Similarly, there are two types of social media today.

- Print media
- Electronic media

Print Media:

Printed means printed media and printed means written means all types of written media which reach the masses in secret. The writing of the invention of the printing press has been given a permanent existence and the risk of its loss has been reduced. The Chinese are also responsible for the invention of printing. The print media are as follows.

- Newspapers
- Magazines and Journals
- Digest

News:

Newspapers are the best source of information. Newspapers have changed a lot over time. Newspapers are now not only a source of news but also of analysis and commentary, both in terms of essentials and in terms of presentation. Newspapers are editors and columns are playing an important role in preparing public opinion. Newspapers play an effective role in dealing with political, economic and social issues. Newspapers are also an important source of advertising. Advertisements for buying and selling jobs, etc. are very useful. Newspapers act as a link between the people and the government. The text of imprisonment in advertisements contains a lot of material related to these and special topics. Separate editions are published for sports, literature, women and children. Called a special edition on days of national and Islamic significance.

Magazines and Journals:

The role of magazines and journals is slightly different from that of newspapers. The name of the newspaper is to provide advertisements and comments in the daily work. Magazines and hijabs, on the other hand, provide much-needed information. They have weekly, monthly, quarterly, bi-monthly and annual magazines and journals. Weekly magazines consist of weekly news and events. These smooth journals contain more research and critical and analytical articles. Due to its more durable content, it is read and stored longer than weekly and monthly.

Literary, literary and intellectual journals are of primary importance in the monthly, quarterly and annual journals and palaces. Many scholarly journals in the three major languages of the Islamic world, Arabic, Persian and Urdu, are silent. Criticisms on political, social, economic, scientific and Islamic topics are silenced in English, French and other languages. The truth is that the articles in the revolutionary offer in scientific research are won in these journals. In the same way, palaces hiding from the West have a leading position on political, economic, social and Islamic issues. Some high-ranking palaces in English are silent even from the Islamic world. Universities around the world consider their research as an adornment of these journals. The role of these journals in the scientific and intellectual world is certainly promising.

Digest:

Digests are a type of monthly magazine. These are book-sized journals that cover all aspects of writing. It can be used by people from all walks of life, from entertaining content to serious historical and obscure subjects. Hunters, riddles, riddles, classes, literary walks, biographies,

fiction, detective stories - all of which are of interest to the reader. That is why they are published far more than ordinary magazines. The English Language Corridors Digest is a prime example. Many types of digests are published in Urdu language. (Alvi,2009)

Electronic Media

Ever since the advent of electronic media, there has been a revolution in the world of information. Electronic media is a combination of oral and written tradition. It has a written offer but is paid for orally. Electronic media is a combination of founder and writing style, but in terms of presentation, it should be said orally.

Through electronic media, people are trained mentally and emotionally by arranging speeches, information, entertainment, dialogues, seminars, dramas, comedy programs of interest, sports programs, sports programs and other training programs. The society in which they grew up fifty years ago. Today's society is very different from today's society. Today's society that a child could not have imagined fifty years ago. Electronic media has further changed the level of intelligence of children. (George,1958)

Radio:

Radio is a broadcasting system. It contains information and programs that people can listen to. It has a system for sending messages and using electronic signals that came out of just a small piece and nowadays it has come to mobile phones as well. You can also talk to someone using the radio. Radio is a means of transmitting sound and message through electric waves . (digopoul,2017)

Mobile Phone:

Mobile phones are also a great source of media. Through this man can take information from anyone at any time and increase his intelligence.

A mobile phone is also called a cell phone and it is an electronic device developed with the help of modern technology that allows the telephone to be used freely and without any movement. Space can be done without any visible communication (i.e., without wires etc.) Among the modern mobile phones that are being developed today are not only mobile phones and internet connections (e-mail and pocket thinking etc.). Facilities are available, but they also include a multipurpose messaging service for sending and receiving photos, camera and video features. (Wiki ,2017)

Television:

From the television Urdu dictionary, these two words are a combination of blue meaning era and vision meaning sight. That is, he is far from it. Television is important in the development of the human mind. It affects the human mind in two ways: through pictures and through speech. Through this, the spirit of national unity can be specially promoted by developing the human mind. (Urdu encyclopedia,2017)

Internet:

The Internet is an integrated system of computer communication. It can be understood that the Internet is a system that brings computers all over the world together into one computer. The Internet is one of the fastest ways to get from one computer to another.

The emergence of interlinked computer networks, such as the Internet, has created a new channel for machine-assisted communication. E-mail is a good example of one-to-one machine-assisted communication and features the telephone and text messages. Chatrooms, Electrical Bullen tin (Boards), First Servers (List Servers) and Multiple User Circles are special

forms of machine-assisted communication where many people are communicating with many people.

There is no precedent for such arrangements in traditional sources. Listening on a blue phone or filling up on television contacts is most closely related to such arrangements, but it is the luxurious World Wide Web that has brought computers into the field of mass communication and many of the individual. It's like communicating with people. (Waseem A. S,2015)

Facebook:

Facebook is a friendly website that works on a network of friends. On this website you are present in the form of a page or profile which can be an individual or an organization and organization. On Facebook, people appear on Mondays as friends and on the pages as fans. It also has a lot of Islamic and research pages and some tourist pages, so you can enjoy a walk and have fun at home.

Twitter:

This is a micro-blogging website, the definition of which is that it is a place of short expression. On this website you express your opinion in 140 characters. It allows you to keep an eye on the institutions and personalities of your choice and many other things of interest and it is the best way to keep an eye on the happenings in the world. (Urdu Article,2017)

WhatsApp:

WhatsApp is a proprietary instant messaging service for smartphones. In addition to text messaging, users can send photos, videos and voice messages to each other. KinSoftWebz is available on any end-rotated phone. (Wiki,2017)

Skype:

Skype has also become an important means of communication. People sitting far away from Skype can chat face to face with each other via webcam. Nowadays this feature is also available on mobile phones. Due to which the image of the person talking on the mobile phone is also prominent. (Waseem A.S,2015)

Viber:

Viber, a program that provides free telephone, video calls and short messaging, is used by hundreds of millions of people worldwide. Viber Media Company owner Tallman Mar is an Israeli American. Mar, who holds a bachelor's degree in computer science and management from Tel Aviv University, has served in the Israeli army for four years. He has also served as the Executive Director of the Information Services Department at the Israeli Army's Jazz Liz headquarters. According to the Poor Portal for Technical News, Viber is headquartered in Cyprus. According to Google's search results, seven of the ten most used countries belong to the Islamic world. Most of these countries are Muslim, and all the countries are in the Middle East. Viber is a non-profit organization that provides its customers with all the latest services for free and does not charge a fee to install the program. (Alarabiya,2012)

Gmail:

Gmail is a free email service provided by Google. In addition to secure webmail, users can also access mail via POP3 and IMAP4. The mail started on April 1. When the beta version of the invitation was released. The beta version was released to the public on February 8. On July 7, the service was upgraded to beta status along with other Google apps. (Wiki,2017)

Instagram:

This popular photo and video sharing service was launched in. Compared to normal social networks, the special feature of Instagram is that users can add filters to the photos and these photos appear in a square cover. The service was purchased by Facebook in 2005. However, it is not integrated into Facebook and can only be used as a separate application.

Currently the Instagram app is available for I and S & Ride and Teng systems on Windows Phone. Its subscriber base has reached close to two million. The highlight of Instagram is its filters, which allow you to enhance your photos. These filters further enhance the color of the image as well as give you the option to match the image to older cameras. Combining different colors can enhance any image in a matter of seconds. (Itnama,2014)

In social media, it started with Hasrat Adam, but with the advent of evolution, new ways and conveniences have been created. The media has made a huge impact on people's lives. Talk to each other about friends, family or any kind of issues. In addition, there are many educational opportunities. Business matters can also be dealt with socially mediocre or in a heavenly and efficient way nowadays.

Conclusion:

Print media includes the Internet and other forms of contemporary technology as well as electronic and paper media. Through the media, instant news reaches us. Both domestic and international news is current. It's not difficult to find information on new inventions. The necessary information can be quickly acquired online if we need to study for a competitive exam. As a resource for education, libraries are also widely accessible online. You may quickly and easily view research dissertations or research proposals from any university online. We can learn what is good and bad from it. our soul If it helps us do good, then the soul's growth and training will go well, and man will continue to be in good physical and mental health.

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