



## THE NEW ERA OF ELECTRONIC MEDIA: VIRTUAL MEDIA AND VIRTUAL REALITY

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### Abstract-

Virtual reality creates such a lively experience by computer softwares through which you can be a part of that. Visuals and sounds are used to have this experience. Video games which you used to play onscreen once, now you can be a part of that game via virtual reality. You can even travel to space with this technology, or you can drive a car. This technology has made a revolution and it is very prominent in the field of games. Game developers have utilized visuals, sound, touch and smell artificially to create this amazing artificial world. Through all these methods we can experience such amazing and revolutionary technology.

Today's era is of technology and AI. It is the era of Globalization. In this era of globalization novel motivations, imaginations and ideologies are revolutionizing nations, societies and people. Where the source of high technology burst on the world stage has made the concept of "Global Village" come true, on the other hand, the entire condition of the media is facing challenges at many levels in different forms, especially the omnibus of electronic media. The debate on encroachment is going on.

With the use of the word electronic media, the name of electronic mass communication i.e. radio and television first comes to our mind. In recent decades, if any communication medium has influenced the Indian public on a large scale, it is this medium.

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**Electronic Media: Types and forms**

The Republic of India during its journey of 71 years has made remarkable achievements in the field of information and communication. Especially after entering the era of liberalization that started in the 1990s, India has made an important place in the world community by adopting the formula of globalization in the last two decades. The journey since 1990s has been witness to the explosion of information revolution. From this decade, radio sought a way out of government control beyond Doordarshan, after which the country's first satellite television channel was born. Its number has reached hundreds today. Later internet, web media, social media mobile etc. became its witnesses. This revolution has made information as accessible as form, colour, touch and smell.

By the way, in religious texts, there is mention of communication mediums similar to both radio and television mediums. In the verse "Dharmakshetre Kurukshetre" it was known that in the Mahabharata, Sanjaya had narrated the live telecast of the war to Dhritarashtra. Narada Muni's Akashvani has also been considered as the best example of present day radio broadcasting, as well as the Akashvani which took place at the time of killing of all the sons and daughters of Vasudev-Devki by Kansa in Shri Krishna Katha can also be considered as part of this. However, due to lack of authenticity, materialistic people do not believe in these incidents. However, the real revolution in this media came through the color revolution during the 1982 Asian Games. The power and influence of social media cannot be denied. Facebook, Twitter, Blogs, YouTube, WhatsApp, Telegram, the effect of all these cannot be denied today. Information revolution has made these different platforms of social media, no section of the society is now untouched by them. Their deep penetration has sunk inside the society. As an example, we see deep interference in corruption campaigns, from general elections to private lives. Social discussion of people even on personal love affairs is the result of how far its roots have spread. Due to the tweet, even a foreign minister in our country had to resign. It is the effect of all these social media revolution that whether it is political class, social class, corporate or any government institution all are engaged in registering themselves on social media.

Another type of social media "Blog" has also played an important role in bringing communication revolution in the society. Nowadays every person is using this platform for their big or small expression. Social media made freedom of expression accessible to the masses by

giving it a quick form. In the past, the blog of the country's senior leader Lal Krishna Advani, Anna Hazare's blog, late Bal Thackeray's blog has been an important source of news for the media.

**Important types of Electronic Media**

1. Radio
2. Television
3. Mobile phones
4. Social media (Facebook, Twitter, Instagram, Youtube, Telegram etc.)
5. Blog
6. Cinema
7. Internet
8. Virtual Media

The researcher would like to draw your attention towards Virtual media in the above mentioned types. In this fast paced world of technology virtual reality is spreading its wings in such a way that it has become a part of our experiential life. Virtual tables seem to be becoming the need of the people. This technology has come to the fore in this crisis born of Covid-19. Today we are using the word netizen. For those who are constantly caught in the web of 'Internet' all day long, as well as a new term being used, 'Generation 5' is being talked about. Through 'Generation 5' i.e. 'Internet' a virtual platform has been prepared which is in front of the reality. The whole world has got involved in this illusion of 'Internet' and technology and has also made it synonymous with its life.

**Meaning of Virtual Media-**

Such a world of virtual fiction, real media, which is created in front of real life, 'virtual media' to have a very real impression. In front of virtual media, another word virtual reality has started running. In such a situation, in the era of Covid-19, it has further recorded the significance of 'virtual media'. Where due to this worldwide pandemic, the whole world is connected through this medium and we exchange different dimensions of our knowledge through different mediums of 'virtual media' like 'YouTube, Google-Meet, Zoom, Facebook, Telegram and connect with each other. And avoid the depressed situation by taking support of different steps of knowledge.

**What is Virtual Reality?**

When we are discussing about virtual realm we cannot skip the part of virtual reality. Without this topic this discussion will be incomplete. 'Virtual' means true. In this case, virtual reality means that we are experiencing reality in a virtual way. For example, if you have come to see a place, then you are really seeing that place, but if you see a photo

or video of that place, then you feel that you are not there in reality but only a picture. are looking. But if sitting at home you can get such an experience that you are visiting your favorite place, then how would it be? Virtual reality is just like that.

Virtual reality creates a virtual world that is created by computer software, but you can be a part of it. Sight and sound are used to experience it. You can be a part of the games which you used to play on mobile or computer through virtual reality. Can drive any car. It has created a stir in the world of sports. To make this artificial world seem real, game developers have artificially incorporated visual, labored touch and smell. Through these devices we are able to experience them.

You must have heard the term 'Virtual Reality' many times, but only a few people must have experienced it. Actually virtual reality is a technology that is used to show virtual images, virtual sound and many other virtual things. It is also called 'VR' in short form.

When you use it, you feel like it is completely original and everything is happening right in front of you. On using it, it seems that you are present in the same environment. If you watch a 360 degree video after wearing a 'virtual reality' headset, you can also move up and down, forward and backward.

Director VR Headset (Google, Cardboard Plastic VR Set, Gear VR).

### Mobile Screen

Using them takes you to a different world. If everything has importance then in that way it makes you weak and it is also harmful. If it gives you pleasure than it also separates you from reality. Makes you dependent and also takes you into a state of depression. Creates a peculiar intoxication, due to which the person loses himself. Social media means interaction with people through 'social communication', but this network is online, so people use this platform to interact with each other, to increase contact, to share their knowledge and information on other topics. It will not be an exaggeration to say that the support of media has become a necessity today.

Social-media was discussed for the first time in the 90s when in 1994 it came in front of people in the form of the site. Its purpose was to create such a website. Through which people can share their thoughts and conversations with each other.

The early 2000s also gained prominence. Pyra Labs came up with a hosting tool in 1999 and was bought by Google in 2003. YouTube in 2005, Facebook and Twitter in 2006, WhatsApp in 2009, Instagram in 2010, Telegram etc. platforms were created in 2013, due to which you have established dominance in the 'virtual world'.

### Conclusion-

After looking at all the parameters, we can conclude that this is a very positive side of this virtual media, but its side effects also cannot be denied. Apart from this virtual platform, they are creating a different social structure, which is insensitive. We need that society where there were deep roots of sensibilities, where people really connected with each other, understood and cooperated with each other. Today we are undoubtedly progressing, but humanity is being left behind. moving away from the origin.

"In an ideal society many interests are communicated and shared at a conscious level, in other words 'social endosmosis' is essential."

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