

The Role of New Media in Promoting Diversity and Multiculturalism

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Abstract

The process of combining multiple communities in order to form a new one and produce a variety of cultures is known as multiculturalism. By fusing the diverse currents of the world's civilizations, new currents associated with human contact, a global vision, and the growth of a cultural person are generated. The perspective and worldview of the multicultural person transcends the indigenous culture and evolved via intricate political, economic, social, and educational ties. Such a person possessed a global frame of reference as opposed to specific knowledge of or interest in global issues. Beyond that, comprehending the idea of global society will aid in your understanding of cultural diversity. No culture ought to be eclipsed, and confidence in a person's heritage only serves to develop respect for other civilizations. These characteristics would characterize the ideal global culture. Additionally, it would be a place where the multiplicity of civilizations would express different worldviews. New communication and information technologies were also very helpful in creating and maintaining the global frame of reference and disseminating global culture. Media technologies have increased the visibility, voice, and globalization of cultures. As a result, even if we may not have the opportunity to travel or engage with the world, we feel as though we do such collaboration is facilitated by development in media technologies. Today's civilizations are changing and becoming more intercultural and societal connected because to the computers, internet, advanced telecommunications, cable television, and satellite communications. A new phenomenon of cultural convergence emerged as a result of this. It need not come to an end with the erasure of every distinction among the formerly separate societies. It might bring together shared and diverse cultures. In reality, attempting to eradicate cultural variations among a set of societies that cohere in their shared interests is not advised. The dilemma of cultural identity does not end here. Therefore, the promotion of multiculturalism and diversity requires the use of new media. The development of the New Media has given rise to a new popular culture that has given rise to Marshal McLuhan's aphorism that "medium conveys the message" for the global community.

Keywords: Multiculturalism, diversity, new media, globalization, community

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INTRODUCTION

A few names for new media include electronic media, Cyber the media, web media, media on the online media, virtual the media, and convergence media. They all have the same traits and objectives, however depending on the location, they call by different names. It is believed that this technological advancement represents the path of the media. Academics and scholars have chosen to refer to it as "New Media" with concentrating on any particular media, technology, or communication style. In today's society, something unique like new media is associated with glamour. It is a word used to describe how information and communication technologies emerged in the latter part of the 20th

century that were digital, computerized, or networked. The majority of "new media" technologies are digital and frequently have the qualities of being programmable, net workable, dense, compressible, and impartial. In new media, the level of interaction is immediate and very high. With the help of this feature, new media becomes more interactive, giving users several opportunities to contribute to the creation of content. As a result, the commentators describe this medium as being friendlier and more democratic. All previous forms of media offer the option of one or two levels of communication. However, we can simultaneously communicate at several levels while using modern media. As a result, new media acts as a platform for many forms of communication. On the other side, culture is defined as a group of people's shared values, norms, beliefs, traditions, ceremonies, laws, ideas, ways of thinking, artistic expressions, tools, social structures, and religious beliefs. It also includes shared myths, facts, and information, as well as shared concepts of self, morals, and ideals. Culture relates to the social learning and transmission in patterns of beliefs, customs, and behavior through symbols and commonly accepted meanings. Culture enables people to adjust to one another's customs, as well as their physical and social situations. It includes both learned and pre-programmed responses to problems that humans face. Culture is the way we behave.

The process of combining multiple communities in order to form a new one and produce a variety of cultures is known as multiculturalism. By fusing the diverse currents of the world's civilizations, new currents associated with human contact, a global vision, and the growth of a multicultural individual are generated [4]. The perspective and worldview of the multicultural person transcends the indigenous culture or were developed via intricate social, political, economic, or educational ties. Such a person possessed an international framework of reference as opposed to specific knowledge of or interest in global issues. Here, understanding cultural variety requires familiarity with the concept of global culture. In a perfect global culture, everyone's voices are heard clearly and equally, no culture should be overshadowed, and taking pride in one's own culture only serves to increase respect for other people's cultures. Finally, the diversity of cultures would express various worldviews. New communication and information technologies were also very helpful in creating and maintaining the global frame of reference and disseminating global culture. Media technologies have increased the visibility, voice, and globalization of cultures. We feel as though we know them even though we may not have the opportunity to visit or engage with them. This kind of interaction is made possible by development in media technologies. In accordance with Innis Harold's (1950) thesis of technological determinism, the fundamental advancements in technology are first utilized in the process of communication [2]. The current media has an impact on the social organization kinds, social development stages, and societal traits. Today's civilizations are changing and becoming more intercultural and societal connected because to the computers, internet, advanced telecommunications, cable television, and satellite communications [3]. A new phenomenon of cultural convergence emerged as a result of this. It need not come to an end with the erasure of every distinction among the formerly separate societies. It might bring together shared and diverse cultures. In reality, attempting to eradicate cultural variations among a set of societies that cohere in their shared interests is not advised. The dilemma of cultural identity does not end here [4].

LITERATURE REVIEW

[1] Radka, Neumannova, 2007 Modern Nation States' Multiculturalism and Cultural Variety, University of Economics, Prague, Czech Republic

The goal of this research article is to evaluate these two multicultural theories critically and to draw attention to how poorly they address issues of equality in multi ethnic society. As a result, the established political structure of liberal country-states, which was based on the presumption of consistency among culture and nation as geographically defined groups, has collapsed as a result of the creation of cultural differences. Since nationalism asserts that cultural differences result from a hierarchy among "us" and "them," the presence of cultural diversity was consequently seen as discrepancies among closed civilizations [5]. Numerous proposals for political recognition of racial and cultural diversity

have been made in recent years by various groups. This is because there is a growing interest in multiculturalism-related themes among academics and the general public. Liberal views, which have their roots in the fundamental right of every individual, advocate multiculturalism as an example for the defending of cultural rights. The liberal viewpoint claims that multiculturalism tries to promote the recognition of ethnic or cultural diversity [6], but that this plurality is still meant to be an assortment of closed civilizations. It has been said that using "culture" to combat political and social inequalities endorses preexisting differences and feeds existing cultural prejudices. On the other hand, cultural relativism demonstrates how the liberal idea of a nation-state for many years ignored the concept of culture as an organization based on various relations and meanings that transcend nation-state borders in which cultural diversity is an important feature [7].

[12] Bala and Lakhendra, Blue Ocean Research The Journal, Vol. 3, No. 2 (2014), "A Study of the Influence of the Media on the Folklore and Traditions of Singpho Tribes in Tinsukia Region of Assam, India"

This essay looks into how the media has influenced the Singpho Tribe's lifestyle and customs in the Tinsukia region of Assam. Over the past fifty years, technology has advanced dramatically, and so has media power. The telegraph was the first, then came radio, newspapers, magazines, TV, and now the internet. Our civilization depends on information and communication to carry out daily tasks including job, entertainment, medical care, schooling, relationships, and travel as well as to keep things moving in the right direction [5]. Singpho are a mountainous tribe of people in Mongoloid origin. Although their exact location is unknown, it is said that they originated in the Tibetan hills of Singra-Boom and split into different tribes from there. The remainder of these persons migrated into India and lived in the hilly area, while one of these communities went to China and other to Burmese (now Myanmar). They follow their own customs and civilizations, just like other tribes. We refer to our cultural frameworks—beliefs, ideals, or other standards—as the means by which we understand our experiences. It additionally has something to do with the way we communicate these values and convictions. Modern culture is produced in large part by the mass media. Media creation, media messages, and media consumption function like a network of connected circuits. Cultural values influence not just what is produced but also how texts are created and portrayed. Readings of texts are therefore subject to both abstract and concrete cultural values [8].

It was discovered that watching more television had altered their mentality in some circumstances, such as when they used to name their children according to tradition but no longer do so. They also now permit their kids to wed in other communities. Therefore, it can be claimed that the new media has broadened the Singpho people's outlook in the Ketetong region. This essay aims to clarify and comprehend the cultural influences of mass media on the customs and culture of the Singpho Tribe in Assam's Tinsukia area.

[13] How Facebook Users Choose Identity Categories for Presenting Oneself by Gwen Bouvier, Journal of Intercultural Discourses, January 2012, pages 37–57

This essay focuses on the ways in which people claim to express their true selves on Facebook, notably the undergraduate students from Cardiff, Wales. The theoretical framework for this study is provided by the visible processes of change that affect the way we express our identities, processes that have been defined as globalization, deterritorialization, and the expansion of lifestyle consumer society [9]. The study relies on an analysis of survey data and conversations with 100 media and communication majors at the University of Glamorgan. To identify the many kinds of classification that are used, data will be gathered. These data are analyzed using the Social Actors Analysis technique developed by Machines and Van Leeuwen. The study shows the variety of personality categories that are available. While some of these categories place emphasis on territory registration, national culture practices, and lifestyle identity, others are based on a biological understanding of national identification. What sticks out in this Welsh sample is the considerable presence of national identity categories and physiological ethnic categorization alongside other lifestyle identities [10].

GLOBALIZATION AND NEW MEDIA

The five distinguishing qualities of the New Media are digitalis, convergence, interactivity, hyper textuality, and virtuality. First, digitization is the feature of modern media that stands out the most. New media or electronic media eliminates media text by converting information that is analogue to electronic form, enabling all kinds of mathematical operations. Another advantage of modern media is its capacity to retrieve, modify, and store a great deal of data in just a little bit of space.

In addition, new media combines information, media, digital interaction, and computing in all of its guises and applications. A simple approach to demonstrate the power of new media confluence is the development of the Internet, which has a powerful function that is inherently a part of computer technology and internet communication networks. The successful weaving together and merging of media's content, services, and goods in the media industry furthers the merging of the media industry, as seen by the continual acquisitions of major media organizations and the convergence between products and services [11].

Third, due to the interactive character of new media, or the interaction between users or the system over the usage of information resources, users have a great level of freedom for creating and repeating both the subject matter and the structure of the data throughout the engagement. The interactive nature of new media also makes it possible and practicable for different networks to engage with one another and for different operating systems to retrieve information. Thanks to their freedom of information control, new media have a big impact on how people communicate.

Fourth, modern media's hyper textuality creates a global network center where information can freely flow and haphazardly link. The worldwide web phenomenon has already begun to offer individuals novel ways of living, which will eventually change how people connect with one another, do business, adhere to cultural norms, and engage in other aspects of society.

Finally, the cyberspace created by new media enables individuals to create virtual realities and experiences. Invisible cyberspace allows people to freely change their gender, personality, look, and employment in addition to creating a chasm between reality and virtuality. The emergence of a virtual community that transcends all borders of human society will undoubtedly alter the way we view the world and define ourselves.

Globalization is a dialectically dynamic process because of the pushing and pulling that occurs between both sides of cultural identity with cultural diversity, as well as localization and universalization. Second, everyone is impacted by globalization. It affects how we conduct ourselves and behave and pervades every aspect of our civilization like air. Third, it is a globalization-wide connectivity. By connecting each component through networks, it constructs a sizable matrix. Fourth, globalization demonstrates a culturally hybridized world that permits rapid cultural transmission through new technologies by piercing and dissolving human barriers. In the modern media society, which pluralizes the globe by recognizing the capability and significance of individual components, globalization also strengthens individual power. Globalization's dialectically dynamic, pervasive, holistically interconnected, culturally hybridized, and individually potent characteristics have been strengthened and deepened by the stimulus and push of the emergence of new media, resulting in revolutionary shifts in people's thinking and behaviors, redefining the concept of community, and restructuring human society.

Five distinct effects—a shrinking world, the compression of time and space, close social interaction, global connectivity, and accelerated local/global competition/cooperation—can be used to summarize the effects of the integration of new media and globalization. In other words, the distinctions between human societies in terms of area, time, scope, structure, geography, function, profession, value, and beliefs are rapidly shifting and evolving into a new pattern of resemblances and interconnections. Although it is obvious that contemporary media and globalization are interdependent, there is still much to learn about the relationship between the five distinguishing features of new mediums (namely,

digitality, convergence, interaction, hyper textuality, and virtuality) and a five manifest includes of globalization (namely, logically dynamic, universally widespread, comprehensively interconnected, socially hybridized, and individually powerful). This essay only explores the connections between diversity, diversity, and new media. The implications of new media upon human communication are discussed in more detail in the section that follows, especially from a multicultural standpoint.

DISCUSSION

Multiculturalism is one of the term's early contemporary applications, and it is derived from the adjective multicultural, particularly when it is used in the terms "multicultural society," "multicultural curriculum," and "multicultural education." The last phrase appears to be the source of the first two. It suggests a civilization where different civilizations cohabit. While those who employ the term would probably define cultures as encompassing a common tongue, a shared history, a common set of religious beliefs as well as ethical principles, and a shared geographically origin, all of which when combined define a sense for belonging to an organization, the issue regarding what specifically constitutes a culture is typically begged by this usage. Furthermore, as New Media grows, a feeling of collective identity emerges. The unique characteristics of new media make it simpler to transform the entire planet into a "Global Village". The phrases "culture," "society," "media," and "technology" are used to establish the prominent points of the complex matrix that results from the interactions between "cultural diversity" and "new media." The conditions under which social subsystems operate, the processes by which organizations function, and the possibilities for interpersonal interaction all alter in "society" as a result of the extensive use of new media in the modification of their cultural foundations. The most important factor, however, is not the aggregate of changes in all spheres of connection and living.

CONCLUSION

As a consequence of globalization, India's cultural variety has barely given way to multiculturalism. However, it hasn't quite transformed into a Cooking Pot. The term "melting pot" was used to describe how immigrants to the United States were told to start thinking of themselves as Americans at the end of the nineteen-nineties, gradually releasing themselves of their native cultures until, like the process of the melting pot's behavior, they ultimately became a fully integrated part of the brilliant new alloy. Then, through a process of assimilation helped by the government, everyone adopts a single shared culture and becomes an American. Assam and Bihar, on the other hand, are in a different scenario. These states' citizens initially rejected the Western way of life.

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