

**Dissemination of Mobile Media**

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## **1.Introduction**

With the rapid development of information technology, mobile media has become an important channel for people to obtain information and an important platform for interpersonal communication. It has penetrated into all aspects of people's study and life, and has had a profound impact on people's values. As a kind of media, people often use mobile phones to communicate and exchange information among people. The widespread use of mobile media has profoundly affected people's values. Therefore, under the background that mobile phone media has gradually become the main channel of information dissemination, this article will study what kind of values, social norms and ideologies the new carrier of mobile phones convey to people. In addition, this article will also study how mobile media affects people's understanding of media and communication itself. This article takes mobile phone media as the research object and conducts an in-depth analysis of the communication characteristics of mobile media. Through these research and analysis, people can further understand the changing laws of mobile media in the field of communication.

## **2. Analysis**

### **2.1 Mobile Media**

Compared with other traditional media, mobile media has many revolutionary and fundamental breakthroughs and changes that have made it an important influence on world communication. In the beginning, the invention of mobile phones was mainly used for voice calls. With the development of network technology, mobile

phones have become increasingly powerful. It is no longer a simple communication tool, but has turned into an important mass communication media, which has brought a profound impact on the world's communication industry (Campbell, 2013). The mobile phone media is called the "fifth media", which appeared after newspapers, radio, television, and the Internet. There are different opinions on the definition of mobile media in academic circles. Some people think that mobile media is a tool for information dissemination through mobile phones. With the development and popularization of communication technology and computer technology, mobile phones have become a mini computer (Kuang, 2006) . Some scholars believe that mobile media, as an extension of the Internet, has advantages that traditional media such as newspapers, magazines, radio, and television cannot surpass. Mobile media is an individualized mobile multimedia terminal that integrates text, images and other information expression methods based on communication networks. It has the characteristics of convenience, immediacy, and interactivity (Dong and Wang, 2019). The potential of mobile media is enormous. It not only drives the world's economic development and brings people unlimited business opportunities, but also has an important impact on people's values, social norms and ideology.

## **2.2 The content of mobile media**

The content of mobile media has greatly affected all aspects of people's behavioral awareness. As mentioned in the Introduction to Global Media Research, media communication has had an impact on people's values, understanding and

interpretation of history, society, economy, and politics. As far as the mobile phone is concerned, it has become a symbolic symbol, a personalized information dissemination carrier, which extends the flow of the human body. Mobile media can better meet individual needs and exert greater communication effects. On the one hand, mobile phone media has become an important medium for transmitting positive energy (Schrock, 2015). With its advantages of small size and portability, mobile media takes up a lot of people's leisure time. People can get information about positive energy spreading from all over the world from mobile phones at any time. This always conveys positive values and social behavior norms in line with the mainstream of the world to people all the time. On the other hand, the main body of mobile media communication is individual mobile phone users, and there are many factors that can affect their communication behavior. For example, personality hobbies, religious beliefs, cultural background, values, etc., subject to these fundamental factors, the information transmitted by mobile phones will inevitably be mixed (Spigel, 2001).

It can be seen from the above two aspects that the advent of mobile media makes mainstream ideological communication face the characteristics of increasing complexity, increasing interactivity, increasing timeliness, and increasing diversity. As a result, new media, new content, and new patterns have emerged in ideological communication. Whether it is a positive or negative influence, people cannot deny that mobile media is an important part of ideological propaganda, and the large

amount of propaganda information copied and disseminated by mobile media has an important influence on the formation of people's ideological system (Wei, 2006). The development of technology has broken the barriers of inconvenient information transmission, and mobile media has allowed the spread of ideology to reach a new height.

### **2.3 Scope of mobile media communication**

The emergence of mobile media has changed people's concept of media itself and media communication. According to the relevant theories of communication science, the most effective information dissemination mode is a system in which both dissemination and feedback of information can be carried out effectively (Lehman-Wilzig & Cohen-Avigdor, 2004). Traditional media only has the introduction of information and ignores the feedback of information. However, mobile media completely breaks people's perception of media and communication modes (Katz, 2007). The mobile phone can be in the state of receiving information anytime and anywhere, and its current functions have surpassed the limitations of region, time and computer terminal equipment. As long as mobile phone users have the willingness to interact, powerful technology and hardware equipment are sufficient to make this willingness to be realized, and mobile phone media makes information exchange more free, interactive and full of personality (Wei, 2013). The influence of mobile media on the mode of communication can be analyzed from four aspects. Firstly, mobile media has changed the form of communication media and

gave birth to a new mode of communication (Rheingold, 2007). Secondly, mobile media has transformed a large number of information recipients into information disseminators. Thirdly, the mobile phone media fully explores the needs of the audience to guide the occurrence of communication. Fourthly, mobile media is reshaping people's habit of disseminating information, and it promotes social communication and interaction.

As the world's mobile communication network and Internet technology standards have been basically unified, the mobile phone industry media as the fifth media has achieved cross-cultural global communication. At the same time, mobile media has also changed the spread of traditional media from regional to global. One of the most obvious characteristics of the global nature of mobile media is the collective behavior of the network that has emerged with mobile media. Collective behavior is an important part of the social group phenomenon. There are many, many examples of relatively spontaneous, unpredictable, and unorganized global collective behaviors triggered or mobilized by mobile media, such as the famous ALS Ice Bucket Challenge, which raises donations for people with ALS.

### **3. Conclusion**

The emergence of mobile media has not only changed the face of human communication activities for thousands of years, but also changed the order structure, cultural concepts and lifestyles of the entire human society. As a diversified

information dissemination channel, mobile media has greatly promoted the revolution of information dissemination. With the latest technological means, mobile media is not limited by time and breaks through the constraints of space. And it integrates the advantages of traditional media newspapers, magazines, radio, television, etc., forming a wide-area coverage, ubiquitous, interactive and polymorphic communication pattern, extending people's vision, hearing, and touch. Mobile media has brought unprecedented cluster participation, attention, and behavioral influence to people. In this environment, the concept of communication no longer emphasizes the medium itself, but more emphasis on the content carried by the medium and the effect of communication.

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