

## **SOCIAL IMPACT OF TECHNOLOGY**

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### Abstract

Television, computers, like other forms of technology, are not socially neutral. Most of the time they affect the society and the environment, work and the time of human beings. Bernard Rawlingston is a research scholar in media studies who has written many articles on the TV watching culture. While he visited India recently he researched on our TV channels programs. He speaks that "On not watching T.V shows", he ignores the daytime television programs, and he continues while in the evening most of the programs lack its originality. Channels are reproducing cine- musical programmes with the performances of boys and girls by showing their talents in singing and dance. Singers of past years are judging them with their comments. Even the children are performing in such programs. It makes the children at their young age to divert their mind in such shows.

Keywords: human beings, T.V shows, Singers, .etc

The usage of mobile, computer, (internet) is making us become addict to it. People are always watching TV or they are chatting with their friends, relatives, and neighbors through mobile and internet. The mega serials, which often show the gossips and the story of mother- in- law, who ill-treats the daughter -in- law, taking vengeance upon one another, etc. There should have some changes and generally, women became addict to mega serials. It crushes the imagination of the people and they are not showing interest in other fields. Technology has both merits and demerits. People must take things in the right way to use it. Even nowadays children are chatting on mobile and computer, it looks very advance in society. It is becoming a necessity one between people and most of the houses

Today we can see a laptop, mobile, electrical vehicle, etc. Bernard Rawlingston while in his topic "on not watching T.V shows "he says that while in his home also his grandson will see the kids channel and they no longer allow him to watch

even the news at night. His wife is also addicted to chat about TV programs. So he says that he will read books at night than watching such programs. Thomas L. quotes how the development of technology makes a man far away from one to near and the neighbor to the distance to think and chat with them. This prose is taken from his work, 'The World is Flat' which was published in 2005. He describes his experience with a car driver who is in a conversation with someone with his Bluetooth wireless phone. Two of them did six different things on a time.

He explains the driver and author both of them are traveling in the same car but they didn't talk with one another. The driver went on talking, steering, and watching the movie on the dashboard. The author was riding, working on his laptop, and listening to his iPod. Both of them were doing six different things. They spent an hour together but didn't speak to one another. Later the author comes to know the driver is speaking with his parents somewhere in Africa. He feels that far feel very near.

Though the driver's parents are somewhere, they are speaking an hour but the author traveling in his car behind him had not spoken with him. As technology uniting people and also dividing them. Another incident that took place in Paris that he quotes in his essay. As he was standing to cross the street, he saw a man jogging has worn an iPod came next to him as while the light turns into green he sprinted into the crosswalk. A woman driving a car holding a cell phone to her right ear and driving with her left hand had almost hit him. He is the first witness of the incident. People are uploading much content on facebook and WhatsApp through their mobile. People must know the awareness about it, that they are the response of posting their content on facebook etc. They must know the awareness of how to use websites.

Thus he says that there are advantages and disadvantages to this. So people must use it carefully and they are the response to it.

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