Multi Media Messaging: A New Form of Communication

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Abstract

Have you ever heard of the phrase " a picture is worth a thousand words?" Its not just some deep saying, it is actually a fact. Before the 1800's there were no camera, no DSLR or I phone to take a picture. Every critical moment history or in someone's life either had to be written down or drawn. The problem with that is a moment can be distorted by someone's perception. Because of that, the moment in how it was recorded might have not actually happened that way.

With Smart phones today you can capture a moment in real time. You are able to capture, record something as its actually happening. And now with the emergence of social media you can also share it instantly with all of your friends. Whether your posting on Facebook, snap chat or instagram or twitter or sending a pic to your friends phone pictures have become such a common place thing that is has become this generation new form of communication.

Pictures have started to replace words or rather the need for the use of many words. We use photos to spread news. If something happening in front of us we capture it and send it all to all our friends. We no longer have to explain a situation or something that happened you just take a picture and instantly transports the person there. Nowadays pictures are not just art and recording a moment. We use pictures to tell stories (snap chat). And to create comedy such as Internet memes (aka image macro). It's gotten to point where much of our conversation today is us just sending pictures and memes to each other. I a personally I am one of those many people. Images are enhancing writing and texting. You can now have

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more detail, clarity and dynamic ness when sharing information. Multimedia messaging

seems to be our future.

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Not that long ago, there were less ways to communicate with others. There were technological limitations to how we record and share information. Writing words and creating paintings are two forms of communication that pre date civilization its self. Although these tools have served us and continue to serve us well, there affordances are limited by constraints of a pre-digital world. For example, these forms of communication can be used to describe how the moon looked one night—as a written description or painted artifact—but these would not be better than seeing and experiencing a moonlit night for one's self. These tools do not accurately communicate a moment in time or a time in history, because the audience depends on the writer or artist's imagination as well as their own imaginations to form an image in the mind of what is communicated. As a result, these tools leave gaps of information that depend on our imagination to be filled. This is a problem, because there is a gap between what we imagine in our minds and what we see and experience firsthand. Today, the photograph helps removes the gap between experience and imagination by showing us what the camera captures.

With a photo you have a visual representation of a moment in time. A photo permits you to see what someone else sees. Photos provides us with a richer look into the past and present. Today a photo is even greater that, it has become an integral part of language itself. In today's world a single photo literally communicates a thousand words. Cell phones and Smartphones has granted us the ability to at any time snap a photo or video and instantly send it to a friend. This phenomenon is called multimedia messaging.   Multimedia messaging has changed the way we as a society communicate and use language. The use of multimedia messaging has greatly enhanced the way we communicate. We no longer

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just text or write but use photos, videos and voice notes to better communicate. multimedia has created a symbiotic relationship between text, photo and video. In this paper I will describe multimedia messaging, discuss how it affects language in daily communication, communication of information, Entertainment , and Explain , why this is important.

Multimedia messaging

Multimedia messaging is a messaging service that allows people to send photos, videos and long text through their cell phone. Multimedia messaging comes standard with majority of cell phones and all smart phones. According to Anderson, M. (2015, October 29) Currently 92 % of Americans own a cell phone and 68 % of adults own a smart phone. This same research found that 92% of smart phone users, use their phones to take photos. In the same study they found that Smartphone photography is more popular than Internet browsing, emailing, app downloading, and gaming. As cellphones and smart phones become a more essential technology in today's society so does the ability to send photos and videos. That's why on top of mms being standard in most cell phones and smart phones there are also applications to provide this capability. apps such as whatts app, Facebook messenger, snap chat and Instagram.

Phones with high quality cameras and the ability to send it to everyone and anyone, but how does this effect communication? According to Bilton, N. (2013, June 30) Sergey Brin, Google's co-founder, had an epiphany about the simplicity of communication through images while wearing Google Glass, the company's controversial high-tech glasses. Mr. Brin said he was eating a meal while wearing Glass when he received a text message asking what he was doing. He snapped a picture with his glasses and replied with the photo of his surroundings. "It was fascinating to see that I could just reply to a text message with a photo," Mr. Brin said in an interview. He didn't need to type or say anything; the image was enough.

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The important thing to point out here is "the image was enough". In order to communicate what he was doing he simply had to go to his photo app take a picture and click send. In an instant that person could see clearly what he was doing. He could have just responded with a text back but a photo help enhances the communication. And the receiving end of the photo can see for themselves and experience in a sense what he was eating. when we take a moment to truly evaluate the way in which we use multimedia messaging. I think it's safe to say that the use of photos is equally or even greater importance to writing when communicating.

It is becoming the norm to send or post a photo to update friends and family about what you're up to. People take pictures of the food there eating, the places there visiting, and special and unique events happening in their life. the moments It happens they can send it and post it online for everyone to see. Bilton, N. (2013, June 30) found that on Instagram share 45 million photos a day on the site, and 16 billion in total since it began less than three years ago. On Facebook, people share 300 million images each day, or 100 billion photos a year. WhatsApp, another messaging platform that allows people to share photos, videos, text or audio notes, processes more than 27 billion messages a day on the service.

The sheer volume of photo sharing that takes place on a daily is a testament to the power of the impact that multimedia messaging is having on our culture and language. What was a crazy story is now a video? what was a phone call to your family members is now a Facebook post. Had an interesting day? well it's probably on your snap chat story.

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In a 2010 TED Talk lecture, "We Are All Cyborgs Now," Case states: "This is the first time in the entire history of humanity that we've connected in this way," she says in a transcript from the speech. "And it's not that machines are taking over. It's that they're helping us to be more human, helping us to connect with each other. We're just increasing our humanness and our ability to connect with each other, regardless of geography. This multimedia messaging which is a vital part of this global social network is increasing our ability to connect with each other, being able to share what we see and what we hear."

Multimedia messaging is even more than sending photos to friends. Not only do we use it to communicate with friends but in a variety of different ways. we use the sending of photos to spread news, tell stories and even as a form of entertainment. Before the surge of multimedia messaging we were limited in how understood current events and things going on in the world. we relied on newspapers and the photos they Provided us with ,The stories that they covered is all we knew. But through the power of multimedia messaging we now have a more in-depth view of the world around us. According to Marrouch, R. (2014, June 18) "The use of content recorded with a mobile phone kicked off with the Iraqi invasion in 2003. Footage shot on a mobile phone were also important during the Madrid bombings and in Tsunami coverage. The peak of this type of media production content came during the 2005 London bombing. As it took place underground, with difficult access for TV crews, a lot of footage that became available came from ordinary people's phones. Within hours, the BBC had received a thousand photographs, 4,000 text messages and 20,000 emails from the public. There was a real expectation there that this piece of equipment would have a dramatic impact on journalism, broadcast and others," says
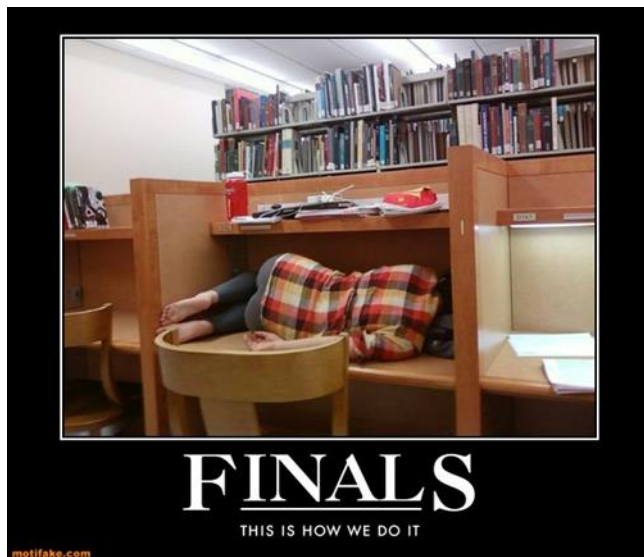
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Hadland quoting Richard Sam brook of the BBC as saying that "People were participating in our coverage in a way that we had never seen before. By the next day, our main evening TV newscast began with a package edited entirely from video sent in by viewers."

Smartphone footage help us communicate more effectively what we could not before. now with the help of the sharing of videos and photos of eye witness and citizen journalist we can now communicate the realness of the situations l around us. no longer do we have to put our trust in news outlets alone. Now we have access ourselves through the actually people experiencing it. we can see police officers who overstepped their boundaries, innocents who are being terrorized ,and the kind acts of random people. Through this we understand others and our world in a deeper and more real way. Reading stories of newspapers isn't enough to depict certain things. When we have the people themselves sharing their stories, the images and videos communicate a much more vivid powerful reality.

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Multimedia messaging does not only affect our daily communication but also our communication of news around the world but how we even entertain each other. A prime example of this is the image macro. In internet culture, an image macro is a picture superimposed with text for humorous effect. If an image macro becomes recognizable enough, it then becomes an associated internet meme. Majority of humor that is online comes in this format, pictures with witty punch lines. Majority of millennials take these memes and send them to friends to spark conversation or as a joke. In fact, amongst most millennials these images can be sent during majority of a textual conversation. this adds a whole new layer of communication and culture. we've come so accustomed to this technology it has even integrated to the inner jokes amongst our friends. They are people who even create funny stories with these memes, taking random pictures and adding a whole tale behind them.

Ex:

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Below is a survey I created on Facebook. The sample size is nowhere enough to draw some serious conclusions but it does give us and idea into communication amongst millennials like myself.
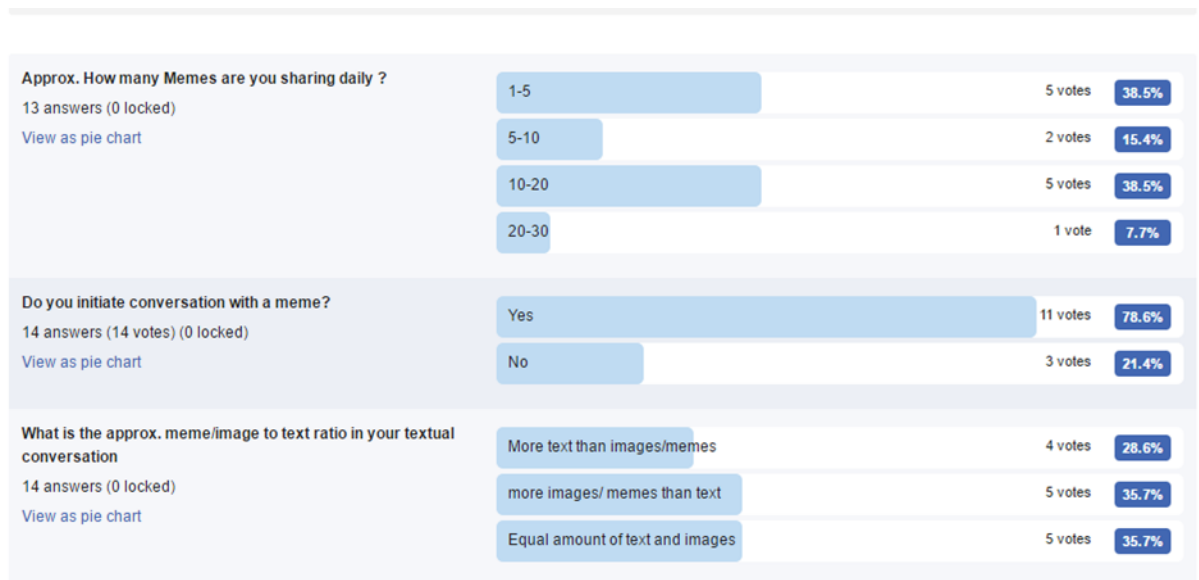
What is interesting about this survey is that 78.6% of the participant's initiate conversation with and image or meme. This is something before smart phones was unthinkable. being able to start a conversation with photo effects the way we communicate. Today we can even enhance entertainment and banter amongst friends with a simple photo. Multimedia messaging has found its way in all area of our lives without us truly noticing. something of this magnitude should be something we all recognize.

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It is very important for us as a society to be aware of how any kind of technology affects us. awareness grants us the ability to make conscious decisions and in order for this technology to reach its full potential we must be able to do that. If we understand that through smartphone photography we can communicate better, then the question becomes what do we want to communicate better? What do we want people to understand about ourselves, about our business about our aspirations? "The world is full of products and services that promise to make people's lives easier, more enjoyable, more efficient, or healthier, and more and more of these products appear every year. "A technologically literate person cannot know how each new technology works, its advantages and disadvantages, how to operate it, and so on, but he or she can learn enough about a product to put it to good use or to choose not to use it.

Americans are not only consumers; they are also workers, members of families and communities, and citizens of a large, complex democracy. In all of these spheres, they face personal decisions that involve the development or use of technology.

Decision making is not only personal. Leaders in a variety of sectors, including business, government, and the media, make decisions daily that affect what others—sometimes thousands or even millions of people—think and do. These individuals in particular will benefit from a considerable understanding of the nature of technology, and an awareness

that all technologies involve trade-offs and may result in unintended consequences. Pearson, G., & Young, A. T. (2002)". As people living in the 21 century we don't want to be passive users of technology but actively and intelligently using them to accomplish our goals. Without us being aware of its impact we are nothing more machines ourselves. when we use this technology in our personal lives we can be discriminatory of how we use it and for what purpose. we will begin to think about what kind of phone or technology to use. we can take the knowledge of the technology and its uses and potential and apply in our work places or personal business and even governing out society as a whole. This can add layers to different existing institutions. The amazing thing about this technology is that it's only the beginning, we can push it and with our awareness we can be the engine.

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