



New Communication Contours

Uma Narula



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Dedication For

My Family
Vivek, Ameeta, Tara, Atul, Laxmi.
&
Those Associated with Invisible
Digital Empowerment
For Managing New Normal.

Preface

Digital communication in the present scenario is progressing, everchanging the communication scenario. Changing Communication Technologies and its byproducts have transformed how we communicate for work, life and leisure. Every day, we learn about new digital ways as well new technologies. Together the effort is to make us lead better life and be happy.

Every Communication revolution decade has highlighted new communication contours as well new communication digital waves. Narula Uma (2018, 2019) has highlighted these. All the essential elements of communication reflect these changes. Thus communication is evolutionary and always contextual to a digital mode, to a Conceptual or Real situation and to the Transformed Realities. New ways emerge.

Years back we were excited about the novelty of 'Internet' as new technology to communicate. Now we are talking about 'Metaverse'. We are talking about AI, machine learning, chatbot, robots, smart mobile phones and many remote technologies to make our life simpler and easy to live. Though to us, initially these all may look complex! We talk about these and upcoming expected changes in the ways we communicate, to whom, with what effect and many more focused and complex changes and corollaries both through hard devices and soft power of digital modes.

The book focus is essentially on New Contours of Communication re its essential elements: dynamics, source, modes, channels, challenges, strategies, messages, and its appeals and the ultimate impact.

As a normal practice, communication contours change by new digital technology mode or a real situation. Change through digital mode or even real situation is usually slow and imperceptible. But in 2020, the real situation of Corona Virus leapfrogged fast many Communication Modes because of its urgent demands. Thus crisis intensified many new ways of communicating effectively.

Many New Communication Contours emerged - labeled as 'New Normal'. These emerged in technology as well lifestyle demands. The digital virtual communication as the new normal emerged. The new Contours with regard to some of these may be transitory and may become dormant as the real situation recedes; but others may assimilate in earlier Communication Elements and present an augmented perspective of Communication discipline labeling as 'Next Normal'.

New Communication Contours have emerged in Dynamics of communication, Communication research, Mobile communications, Channels, modes and practices of communication, Strategies, Economy perspectives, Globalization and paradigm shifts.

The demand for an integrated and holistic approach to communication scenario in 2020 decade of the New Normal by the communication scholars, teachers and practitioners stimulated these outcomes -- Emerging New Communication Contours in this discipline.

The contemporary communication scenario in 2020's decade is presented in the book through 'New Communication Contours'.

Organisation of the book.

Book focuses on changing Communication Channels, Modes, Products and Practices, Strategies and Communication technologies and its applications.

Prologue - introductory chapter initiates discussion on changing communication contours in two streams: global and national in Corona Virus Pandemic and its communication technology demand contexts, its implication for communication theory and practices. Chapter 2 highlights that Communication dynamics are contextual and better understood in context of Real situations. Chapter 4 reflects on changing communication practices, modes and products. Other chapters focus on digital communication technologies role, challenges posed and strategies to manage them through New Communication Contours and New Communication Order and Paradigm Shift.

New Communication Contour book is a focused analysis of how and why of these contours and their implications for Human Communication in normal and stress times of crisis.

Acknowledgement

My acknowledgements for Technology that is challenging and Amazing. It is leapfrogging into emerging Communication and Technology contours; that give Communication connectivity to one and all in many ways both productive and non-productive.

These Communication and Technology contours have been managing efficiently and effectively the Corona Virus pandemic 2020 globally, nationally, and locally. People through their Social technology Models are assimilating these in their NEW NORMAL lifestyles.

More and More is developing and leapfrogging in these areas. But the Author has to set the boundary; to move to the next book - next time to be with the Readers with New developments.

Uma Narula
2022

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About the Book

The book focus is essentially on New Contours of Communication are its essential elements: dynamics, source, modes, channels, challenges, strategies, messages, and its appeals and the ultimate impact. The new Contours with regard to some of these may be transitory and may become dormant as the real situation recedes; but others may assimilate in earlier Communication elements and presents an augmented perspective of Communication discipline. Communication is evolutionary and always contextual to a Conceptual or Real situation and to the Transformed Reality. The contemporary communication scenario in 2020's decade is presented in the book through 'New Communication Contours. New Communication Contours have emerged in Dynamics of communication, Communication research, Mobile communications, Channels, modes and practices of communication, Strategies, Economy perspectives, Globalization and paradigm shifts. The demand for an integrated and holistic approach to communication scenario in 2020 decade of the New Normal by the communication scholars, teachers and practitioners stimulated me to write this book. It is an advance level textbook, as well academic book in Communication. It will enrich both student-scholars, professionals, academicians, and general readers' perspective about emerging New Communication Contours in this discipline.

About the Author



Uma Narula is Ph.D. in Communication from the University of Massachusetts, Amherst USA. M.A Psychology - Clinical psychology specialization. Dr. Narula is Director /Communication Consultant (Research & Training) U+ communications, New Delhi, India. She regularly conducts social and development research on local, national and international issues, planning for research projects social sciences, expertise in Development Communication. Consultant: Project Planning & Research, Communication Training, Teaching & Publishing in her expertise area. Dr. Narula consultant, professional activities focus on four areas: Research, Training, Teaching, Professional writing/editing, and Therapeutic counseling. She has published 26 books from Communication Perspectives -Academic and textbooks and numerous research papers. She operates between Boston-New Delhi.



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