

## NEW MEDIA AND ETHICAL DISCONNECT – TRENDS IN INDIA

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### ABSTRACT

*After the concept of global village, the New Media is gradually emerging as a reckoning force in India with multi-dimensional effects gesturing towards formation of a neo-culture and also affecting many prominent existing values and virtues of the populace.*

*The purpose of this study is to explore the effects of New Media on the ethical practices and lifestyles of people in India, hence upon the culture, as against pro-active participation of the democratic citizenry in social, economic and political strata. Moreover, the presence of New Media has forced all other mass media to redefine their priorities of functioning, giving rise to metamorphic syndrome for their own survival resulting in information explosion and information pollution. They are groping to find their place in the Convergence era.*

*The study approaches the problem through methodology of exploratory type supported by case studies and analysis. The significance of this study lies in identifying the avenues for judicious and balanced use of the New Media devoid of its harmful effects. The study also intends to measure the penetration, impact and the adverse effects of New Media on the large rural populace making them Out-of-Reach from the mainstream. The objectives include finding alternatives in modes of communication including media education that can build self-sufficient and healthy society; exploring the potential of existing cyber-laws in protecting the social fabric in Indian situation. Inferences, conclusions and recommendations are drawn out of the findings of the study.*

**Key words:** *Metamorphic syndrome, information explosion, information pollution, Out-of-Reach, social fabric*