



Human rights: Awareness and impact in digital era

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Abstract

As a medium of communication, the digital communication is very powerful one. Awareness of human right can be easily done with the help of digitalization. There are many of the social issues or cases in our country like lack of studies, unaware of basic rights, gang rape, slum people's rights etc. which can be possible with the help of digital era. As digital communication is the fastest growing field having a lot of exposures and beneficial for the globe.

Keywords: digital, human right, communication

Introduction

Digital technology has changed the definitions through which human right are exercised and violated around the world. The internet has become an amazing tool for the realization of a range of human rights and also for economic development. Every day we come to know how digital technologies play an important role in promoting human rights. Our political, social, legal institutions are helping in implementing and understanding how to protect or respect human rights. It's being very challenged to create a digital platform to expose human rights effectively.

Objectives of study

To find the reach of digital communication.

To study the present condition of tribal's in context of human rights.

To find the impact of human right in tribal's for the transformation.

Research methodology

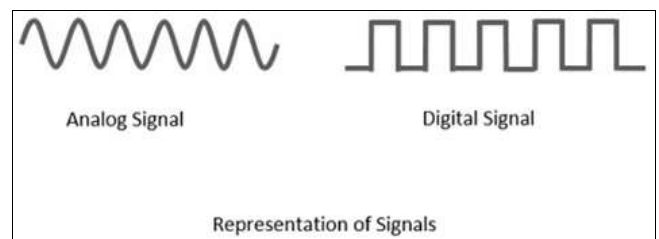
The methodology used in this paper is a case study from different cases or open-ended questionnaire. The news articles and magazines story related with the human rights in context with digital communication are used.

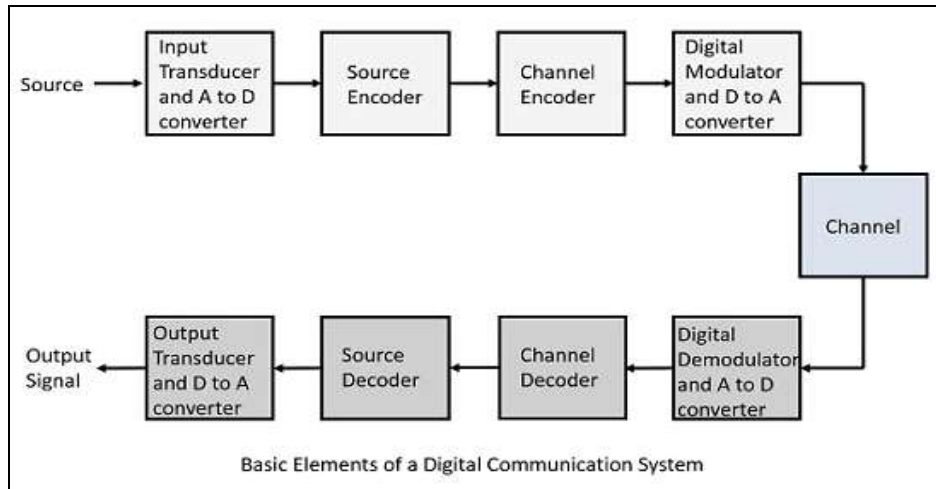
A light on

Communication

As we know Communication enables us to know what is happening around us. It helps us to share knowledge with others. And the process is vice versa as we also gain from

other individual's thoughts and ideas. With the help of medium communication takes place through various routes and channels. People can chat with his distant relative over the phone and thus the medium of communication in this case is the mobile phone. The communication that occurs in our day-to-day life is in the form of signals. These signals, such as sound signals, generally, are analog in nature. When the communication needs to be established over a distance, then the analog signals are sent through wire, using different techniques for effective transmission. The conventional methods of communication used analog signals for long distance communications, which suffer from many losses such as distortion, interference, and other losses including security breach. In order to overcome these problems, the signals are digitized using different techniques. The digitized signals allow the communication to be more clear and accurate without losses. The following figure indicates the difference between analog and digital signals. The digital signals consist of 1s and 0s which indicate High and Low values respectively.





Digital

Now days we are seeing that digitalization are growing very rapidly and covering almost globe. So this fast speed makes a lot of change with the positive turns. Digital media can be interactive in several ways. A promotion on social media allows for marketers to communicate directly with consumers, using messaging, commenting, tweeting, wall posting, and other methods to answer questions and offer incentives. A digital advertisement could also be interactive, such as a game or contest. For marketing and advertising, digital media has several benefits. Campaigning can be done very easily through digital media. Being more beneficial it can be less expensive than print media or other source of marketing. Digital campaigns can also usually be produced, launched, and updated faster than print.

Advantages of Digital Communication

- The effect of distortion, noise, and interference is much less in digital signals as they are less affected.
- Digital circuits are more reliable.
- Digital circuits are easy to design and cheaper than analog circuits.
- The hardware implementation in digital circuits is more flexible than analog.
- The occurrence of cross-talk is very rare in digital communication.
- The signal is un-altered as the pulse needs a high disturbance to alter its properties, which is very difficult.
- Signal processing functions such as encryption and compression are employed in digital circuits to maintain the secrecy of the information.
- The probability of error occurrence is reduced by employing error detecting and error correcting codes.
- Spread spectrum technique is used to avoid signal jamming.
- Combining digital signals using Time Division Multiplexing TDM is easier than combining analog signals using Frequency Division Multiplexing FDM.
- The configuring process of digital signals is easier than analog signals.
- Digital signals can be saved and retrieved more conveniently than analog signals.
- Many of the digital circuits have almost common encoding techniques and hence similar devices can be used for a number of purposes.

- The capacity of the channel is effectively utilized by digital signals.

Impact of Digital Media on Individuals, Organizations and Society

The increased use of digital media is changing people’s everyday lives and the way they connect and collaborate in the broader societal context, at work and in civil society. Much of the impact of this heightened use is beneficial to both individuals and society. It is enabling unprecedented levels of communication, social interaction and community building across boundaries of time, place and social context. It is enabling individuals and speeding up the democratization of knowledge. But not all the impacts of increased use of digital media are positive. Research indicates that when humans excessively use digital media it can negatively influence their cognitive and behavioural development and even their mental and physical health. Hyper connectivity, the increasing digital interconnection of people and things, has the potential to change patterns of social interaction, as face-to-face time may be substituted by online interaction. In addition, greater technology enablement of work (and the resulting fragmentation of jobs) threatens the security of jobs traditionally considered as skilled in the developed world. Whether individuals see the impact of increased digital media use as positive or negative depends greatly on where they live. The Implications of Digital Media Survey showed that only about one-quarter of respondents from Germany and the USA think that digital media has improved the quality of their social, professional and overall lives. By contrast, about two-thirds of respondents in Brazil and China believe this. Respondents in South Africa are roughly split on the question.

However, despite believing that digital media has improved their lives, a higher percentage of respondents in Brazil and China also believes they should reduce usage (33-44%). Meanwhile, only one-fifth and one-quarter of users in Germany and the USA, respectively, think they should do so. These country differences are enlightening, even after accounting for cultural differences in survey response patterns.

User behaviour, preferences and concerns People are spending more and more time online. Consider these approximate figures for 2015:2

- 3 billion internet users
- 2 billion active social media users

- More than 1.6 billion mobile social accounts

While laptops and desktops are still most commonly used, mobile devices are gaining fast on them, causing a significant change in people's engagement with digital media. Growth in mobile encounters is particularly strong in emerging countries, where consumers are leapfrogging from "no digital use" straight to "mobile use". Increased online connection time appears to be driven mainly by work or information seeking, followed by social and entertainment needs, based on findings from the five countries surveyed for this report. Digital media consumption for private and professional motives is more and more integrated, with individuals using digital media to move seamlessly back and forth between work and personal activities.

Clearly, it is important to understand the opportunities and the risks in increased digital media usage, so that both industry and users can learn how best to exploit the benefits while mitigating the negative effects.

Human rights in tribal's

As we know in India tribal community still surviving for their basic rights. They don't know much about the current trending or affairs in country. May be the reason behind this is lack of digitalization among them. Tribals are found last in using internet or other communication tools. They are even not able to promote their culture or language and also fighting to save their customs. Tribal's doesn't aware about human rights, like how can they use the benefits of right and implement them for betterment of their life. So many studies state that digital communication can make extreme change in awareness of human right in tribals.

Digital communication and Human rights

At the global level, the awareness of the human rights implications of the Internet and other types of information and communication technology has risen steadily over the past years, and has resulted in a number of Internet-related resolutions adopted by the UN General Assembly and the UN Human Rights Council (United Nations Human Rights Council, 5 July 2012, United Nations Human Rights Council, 14 July 2014, United Nations General Assembly, 21 January 2015, United Nations General Assembly, 18 December 2013, United Nations General Assembly, 18 December 2014). Internet related potentials and challenges have also increasingly been addressed by UN special procedures such as the UN special rapporteur on the promotion and protection of the right to freedom of opinion and expression. The rapid evolution of information and communications technology (ICT) and associated digital communications over the past two decades has dramatically changed communication practices across the world. The internet and mobile phones have opened up new horizons for communication, connecting people to a global network for sharing information and ideas. This has had profound implications for human rights on a number of levels. Firstly, communication technologies are presenting new ways to more fully realise our human rights. This is particularly true of the right to freedom of expression, with ICTs enhancing our ability not only to receive information, but also to actively seek and impart it. Digital communications are spurring the development of empowering spaces for communication, collaboration and exchange. As well as enhancing many civil and political

rights, ICTs also offer new potential for realising economic, social and cultural rights through providing people with new channels for accessing and improving public services, markets for trade and commerce, and global knowledge resources.

Secondly, ICTs have provided human rights activists with new tools for defending human rights. For example: internet access via mobile phones gives citizens the power to communicate rights violations in real time to global audiences; social networking tools connect human rights defenders across the world to enhance collaboration and information sharing; censorship circumvention technologies allow people to bypass attempts to monitor and control information and communication flows.

However, as well as unleashing tremendous new opportunities for protecting and advancing human rights, digital communications also present a series of serious challenges. These include direct threats to human rights, such as the development of increasingly sophisticated censorship and surveillance mechanisms. They also include deeper, structural problems such as the persistence of digital divides in access to communications infrastructure and capacities along geographical, gender and social lines building digital communications environments that protect and expand human rights. Citizen engagement and participation through the use of digital media is a crucial area of work at this point in history and is now being recognized in regulatory provisions. However we can observe how the use of Internet communications as presently regulated can be double-faced. On the one hand, digital media have played a strong role in global economic growth, human rights promotion and activist empowerment. On the other hand, the censorship imposed by governments on these platforms has carried serious public access limitations to the Internet and harsh violations of information rights for citizens. Moreover, these same platforms have also often been used by governments to circulate propaganda messages.

Hence, while the introduction of these platforms can improve political action and participation among citizens, it also opens up opportunities for repression and surveillance from the state.

Conclusion

We are at very crucial stage for protection of human rights in the digital context. The government whose action impact the enjoyment of human rights, especially all global players who are claim to be champions of awareness of human rights. To conclude, it may not be an overstatement that 'information highways' are considered as the essential ingredients of national infrastructure in the march of modern society. Communication has occupied an important part of our lives without which information exchange cannot be imagined. Though analog communication system is much easier to implement but digital communication system is considered to be far better than its analog counterpart. It has gained so much of popularity that almost all the communication processes in today's era is performed in digital domain. It is much more immune towards erroneous signals, noise and the other stray signals that have the potential to infect the useful information. Talking about the past as well, the first of all the communication system was also a digital one which is a telegraph system in 1830's. Since it is so important a system, rigorous research is being

carried out and various technologies have also been invented in order to increase its efficiency.

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