

MUSEUM: A MEGA MASS COMMUNICATOR OF CULTURAL AND NEIGHBORING INFORMATION

Prashant Gadpaile

Sr. Faculty Member, Design Department, College of Applied Sciences, IBRI, Al Khadar, Sultanate of Oman.



ABSTRACT

Museology is a very important pathway to develop the understandings of relevant facts, history, interrelation, rationality of culture etc. Museum are the mass communicator as its ability to express the deep concept whatever it established for? The role of museum as media or communicator with a proper educational method, can able to demonstrate multiple values. It express more than concern and surroundings in borderless communication age. Its effectiveness can motivate mind for a longtime and possible to multiple, re-

circulate within moments. So the role of media in museology is a standard process to make a research based opinion. As a mega mass communicator museum are qualitative communicator of cultural and neighboring transformation.

KEYWORDS

Mass Communicator, Neighboring Information, Globalization, Media-tools, Virtual-Age, Cultural Behavior.

INTRODUCTION

In the changing age of globalized society it is necessary to make and explore the important source of culture, glorious history of making of something which is more meaningful to circulate messages worldwide, whether it may of evidences, historical articles, and concerned knowledge keys. Museums are used to express as well as to save its' historical aspects. This pattern is being used worldwide and shall be accepted universal. Because it strike understandings of basic roots, cultural exchange of various phases, reasonability, any hidden or many more. It share the important experience, making points to re-think historical facts according the past to present scenario, on the other hand it is helpful to develop and re-innovate the hypothesis of culture and society. Today when we are in digital age, the museum can be seen with two phases; one as important expansion as people want to know for analysis. Here it is important to understand that it is easy to know basics from web information or internet availability. After primary satisfactions of queries it may visit for deep observation to analyze. Secondly, to match the flow of information through historical interaction and exploration in contemporary era. It is important to increase

the communication with uniqueness. Here as a communicator museum can explore the research activity by use of several media-tools. Media tools and its' way of practice has capacity to accelerate as well as transmit the messages worldwide. Beside media it needs some media-tools of information-technology age. It converts to advance appearance, knowledge and educational presentation even for research expansions.

MUSEUM AS COMMUNICATOR

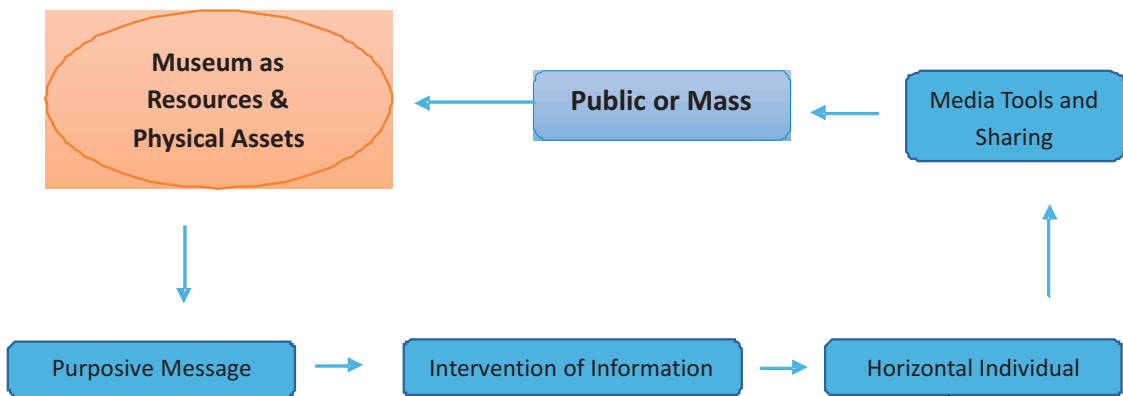
As a communicator ultimately museum impact to aspirations, understandings, trends, cultural and institutional understandings, historical feedback. Actually museum as a media tools is simply helpful to generate the following important factor –

- (I) A bridge of communication.
- (ii) Institute of Publicity for some facts.
- (iii) Relevancy with contemporary root keys of cultural behavior.
- (iv) Collection of media tools and facilities.
- (v) Media intervention and findings.

On the behalf of above points we can understand the important factors which proves and emphasize to museum as communicator. Although Museum is an individual and powerful medium to explore and exhibit the culture and other relevant facts. It facilitate media and exchange capacity to vital oversight. There are so many angle to understand from the museum as a source. One of them is culture and other are neighboring things surrounding culture like productivity and acceptability of culture.

When we communicate the cultural exhibition through museum, we find it communicate various other aspects and point of view like economic, ideological, erotic and political also. Actually culture is not totally natural thing, it is produced and re-produce, depend upon representation. Most of time culture reflects with a set of practice, beliefs of the people or masses. The process of its' building and subtraction also works as it shared and make understand to us. One thing is important that early trends, methods and activity make its process of representation through transformation. As it can understand by Context, Matter, Concept, Medium and meaning.

TRANSFORMATION PROCESS OF MUSEUM



In the above graphical image we can understand how museum can circulate its messages among people. The main purpose of this manner is subject to professional skill to communicate, which it have through various angels. There are some important structure of communication by following points–

- I. Develop the understanding with various dimension.
- ii. Work for explanation and educational tool.
- iii. Have the capacity to generate the relevancy with contemporary root keys of culture.
- iv. Helpful to create & facilitate museum education and research.

By these above points it is clear that museum are very important to make a standard opinion to facilitate historic perspective and understandings. It has some valuable media tools which express more than concern. These are neighboring information. In digital age when it go through media it spread effectively in the mind beyond borders. For need based requirement broadcast and web cast of museum can multiple to any information and encourage the strategies. So technology makes advance appearance to enhance delivery and educational presence. In digital age museum are converting by digital revolution to transmit worldwide. Museum are mega mass communicator as it strike the understanding of the reasonability, share important experiences to re-think historical facts according experiences, interest, virtual conditions, relevant hypothesis and evidences. It express the wide canvas of historic cultural and neighboring information.

CONCLUSION

Thus in the entire discussion it express that museum are mega mass communicator of historic aspects for cultural and neighboring information. It transmit information and able to generate an opinion. On the other hand it explore the message and circulate to mass audience. Although museum doesn't have feedback directly, but it exchange of message. The message of the purpose compress the time-space. Globally the museums personalize the cultural encode and decode various feelings and imaginations. On the behalf of it construct a map of culture and some ritual, which maintain a belief of transform to understand cultural module. It proves to museum as an individual powerful media. It exhibit that messages which cannot explore within cultural view. It facilitate several roots to exchange vital oversight among we all and many more through media in virtual age.