Information Society

It is post-industrial society in which Information Technology (IT) is transforming every aspectery cultural, political and social life and which is based on the production and distribution of information.

In the case of a highly abstract concept such as the information society short definitions may emphasise completely different aspects, while one of the dimensions of the group of phenomena of information and knowledge is the central element of organisation.

We have choosen the following definitions from among fifty others

- (A society that organises itself around knowledge in the interest of social control and the management of innovation and change... *(DanielBell)*

- A new type of society, where the possession of information (and not material wealth) is the driving force behind its transformation and development [...] (and where) human intellectual creativity flourishes. *(Yoneji Masttda)*

- The information society is an economic reality and not simply a mental abstraction ...The slow spread/dissemination of information ends [...] new activities, operations and products gradually come to light. *(John Naisbitt)*)

It is characterised by the

1. Pervasive influence of IT on home, work and recreational aspects of the individual's daily routine.

2. Stratification into new classes those, who are information-rich and those who are information-poor.

3. Loosening of the nation state's hold on the lives of individuals and the rise of highly sophisticated criminals, who can steal identities and vast sums of money through information related (cyber) crime.

2nd (Give some more historical background to the idea of 'Information Society' and the proponents of the idea.

The term 'information society' has been coined to denote to communities in which there is easy access to information and knowledge, facilitating sustainable and equitable opportunities for growth and development. In an information society, there is always a

scope for a free flow of two-way communication between governments and their public, and among the public themselves. In such a society everyone has the ability to make his or her voice heard through various vehicles. Hence, everyone has a role to play in shaping socio-economic plans of a society.

4th¶ In an Information Society, communication has to spread to the masses. It has to go down to the grass-roots level- to farmers working on the field, to fishers, hamlets on the mountainsides, and even to the nomadic settlements if possible. But this communication should never be a one-way transfer. It is highly imperative that policymakers and other stakeholders should design communication to improve people's quality of life. because the grass-roots level communities need aspirations, meaningful life, and experience. The most effective way the policymakers can reach this community is through the mass media, and especially the radio. Traditional forms of media have by far the most pervasive reach among these communities. New media vehicles such as citizen journalism, blogging can make a bigger contribution to educate those on the "the other" side of the digital divide.