

ABSTRACT

India is known for a country of villages. The traditional settings of villages have been changing. Our society has witnessed the explosion of information communication technology. The expansion of new media technologies has been changing Indian villages' scenarios especially in the presence of mobile phones and due to its unique features, affordable price and easy to use nature. Personal Computers and Internet connections are still out of reach for many in Indian villages. Digital era may not entirely consider as digital in the real sense without mobile phones. Mobile phones, Internet and new media are inseparable characteristics of new media digital age. Mobile phones are playing very decisive and inimitable roles in everyday life of common people. Its popularity and active usage of mobile phones as a multimedia device is much intensive among youth. Every young hand is now busy on the 'touch screens' in rural and urban parts of India. Advent of mobile communication has transformed the older traditional ways of interactions. Communication technology is reshaping social and interpersonal communication. This change is incorporating new values, new culture and new attitudes. Communication is embedded in social hierarchies; caste structure plays significant role in controlling social communication. Mobile communication enables a personal communication channel to transmit and receive messages. Young boys and girls have access to Internet and social networking sites only because of Mobile phones because they do not have computers. But this kind of *digital divide* is filled by using Mobile Phones. Youth and their mobile phone use are challenging the traditional norms, values and restrictions on communication especially for young male female friendship and relationship. New media use is exclusively personal. Social hierarchies can not affect the usage.

The research has focused on changing nature of communication due to advent of new communication technology like Mobile Phone and its impact on village youth and sociality. There are both positive and negative sides. Remote village areas are definitely getting benefitted by mobile communication. Digital future is in the hands of Mobile Communication and wireless technologies. Mobile phone is a technology for the masses in real. It is used by masses.

The study will explore with techno-deterministic approach to understand its effects on sociality and communication as whole. As a researcher I am interested to look in the digital future with Mobile Phone use in rural India.

Key Words: Mobile Communication; Culture; Rural Maharashtra; Young People.