Digital Media and the Propagation of Buddhism

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Abstract

In the Present day, the propagation of Buddhism through social media reaching the new generation that people rarely have time to practice Dhamma, listen to a sermon, or study the teachings at the temple like in the past. In this regard, the propagation of teachings through online media, therefore, is another option that can make Dhamma accessible to people as easily and widely as possible. It is unlimited time and place restrictions. Whenever the user is, at any time, they can go to study the teachings at any time. Whether at work, at home, or abroad, making it a borderless society. Media creators should be aware of the importance of accurate information transmission, not distort reality, and not have a negative impact on Buddhism. Because the person who respects the teachings of Buddhism learns by oneself. Because he/she is interested in what caused the unwholesome things that come through sense-doors consisting of the eye, the ear, the nose, the tongue, the body, and the mind which such effects may cause moral consequences and in terms of cultural acceptance by the cultural exchange of individuals in the world society.

Keywords: digital media, propagation of Buddhism

1. Introduction

The integration of digital media in Thailand 4.0 era for the propagation of Buddhism is considered a turning point in the current communication world. No matter how we define this era what we have experienced this change in a concrete way is clearly the development of public relations communication into a new form. The use of new media is known as "Application" and "New Media" play an integral role in the era of globalization. Implementation of digital media is to reach the needs of the recipients, to meet real and measurable needs, to the benefit of creating wider awareness opportunities or as the business sector use [Phra Paisal Visalo, 2016: 38] [1] the word marketing, Buddhism propagation strategy is, therefore, necessary to keep propagating in every era in the current social situation both at the local, national and international level. There are conflicts because the former developments have caused exploitation between each other until there is a difference in the quality of life of different groups of people who are unequal, protests and demands for an equal quality of life are happening around the world. Such a situation if naturally caused by the belief or the development paradigm that the development path must

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travel in one direction, that is, working on the proactive propagation of Buddhism by bringing the benefits of social media and social networking to the fullest together with integrating digital media with the propagation of Buddhism [Wijak Phonwithan et al: 2019: 33-34] [2] using science and technology to create advantages for the benefit of online social networks where everyone can study and learn the teachings of Buddhism anytime, anywhere without the limitation of time and place. The teachings of Buddhism will move with the advancement of technology and facilities that provide endless comfort to human beings [Wijak Phonwithan et al: 2019: 33-34] [3].

For this reason, the researchers are interested in studying the viewpoint of Buddhism about people's consumption of digital media today for those who are interested to consider and apply this knowledge to further propagate Buddhism.

2. The essence of digital media

1 The meaning of digital media is an innovation created to replace existing things in order to lower prices and maintain quality, conducive to greater usability. And digital (In contrast to analogue media) usually refers to electronic media which operates using a digital code. Nowadays programming is based on binary numbers. In this case, digital means distinguishing between "0" and "1" in the data representation. Computers are machines that usually translate binary digital information. Then it shows a layer of digital data processors that are superior to digital media like audio, video, or other digital content that can be created, referred to, and distributed through digital data processors. Digital media had brought a huge change compared to analog media. The elements of digital media are likely to be the same as those of multimedia which usually consists of 1 basic type, namely 1) text 2) audio 3) still image 4) animation, and 5) video [Paitoon Manu, 2016] [4].

1. Text is related to multimedia content. It's used to show details or the content of the story presented. It is considered an essential fundamental element of multimedia, a multimedia system presented on a computer monitor. In addition to having a wide selection of font styles and colors to choose from, it is also possible to define the nature of interactions (responses) during presentations. Currently, there are many forms including 1.1 Printable test, it's a normal message that can be found everywhere. It can also be found in print work processing programs (word processors) such as Note Pad, Text Editor, and Microsoft Word each letter is stored in a code such as ASCII.

1.2 Text from the scan, is text in the form of a picture or an image obtained from the printed document (Original document) to be scanned with a scanner which will result in an image. Currently, it can convert image text into normal text by relying on electronic text OCR programs. It is a message that has been developed into a form of media that can be processed.

1.3 Hyper Text is a form of text that is very popular today. Especially publishing documents in the form of web documents because linking techniques can be used or can link text to text or other points.

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2. Audio is stored as a digital signal which can be played back and forth using a program designed specifically for working with audio. If in multimedia work, audio is used that is exciting and consistent with the content in the presentation. It will help the multimedia system to be even more perfect. It also helps create interesting and interesting stories in various stories as well. This is because audio has a greater influence on the user than text or still images. Therefore, audio is an essential element of multimedia. It can import audio via microphones, CDs, DVDs, cassettes, radios, etc.,

2. Still images are images that do not move such as photographs, drawings, and line drawings, etc. Still images play a greater role in multimedia systems than text or letters. Because the picture will give results in terms of learning or better perceived by sight. In addition, it can convey deeper meanings than text or letters, which text or letters will have limitations in terms of differences in each language. But images can convey meaning to all nations. Still images are often displayed on various media such as television, newspapers or academic journals, etc.

4. Animation, animated graphics showing steps or phenomena that occur continuously such as the movement of the piston of the engine, etc. This is to create the imagination to motivate the audience. The production of motion pictures requires specialized programs. There may be some problems with the size of the file that requires more storage space than still images many times.

5. Video, is an element of multimedia that is very important due to digital video able to present text or images (still images or animations) with complete sound than other types of elements. However, the main problem with using video in multimedia systems is that it consumes a lot of memory space resources. Because real-time must consist of at least 30 images per second (Frame/Second). If the processing of such images has not been compressed before the size of the signal. A 1-minute presentation may require more than 100 MB of memory. This can cause excessive file size and poor performance [Paitoon Manu, 2016: 23-25] [5].

2. Types of digital media, there are four types of digital media

1. CD training is the creation of digital media in the form of a CD that is used to teach usage. It will be teaching how to use computer programs such as teaching how to use Microsoft Word, etc. In addition, CD Training also covers teaching the operation of various programs, it will be used as a demonstration of the operation of the program, etc.

2. CD Presentation is the creation of digital media in the form of a CD that is used for presentations in various places such as presentations at meetings, and presentations of company information called Company Profile.

3. VCD/DVD is the creation of digital media in the form of a movie CD, which is edited from different movies in the form of a Movie Clip and then arranged into one movie, etc.

4. E-book and E-document are the creation of digital media in the form of an electronic book which can be created by converting various document files to Webpage or PDF Files.

3. Role of digital media, nowadays, digital technology has played a more important role in communication. Digital Technology has created and developed human communication

capabilities to the level of non-confrontation in reality and confrontation in the virtual world through the communication of social media which is like an important network that aims to allow humans to take advantage of such technology to develop the world into the era of borderless communication. Digital Media plays a high role in terms of production and expands communication channels. Because it doesn't only provide convenience, speed, and an efficient communication process but also able to share information directly as well such as sharing, etc. Digital media, especially the social media segment or social network is not only responsible for the relationship of human beings to create a state of borderless in order to develop into a process of transcending nations and decomposing the hierarchy of individuals into public figures. At the same time, network builders can set their own boundaries to create micro-communities with limited communication goals such as setting a privacy status on Facebook, communication between people through Chat, etc.

In digital media production, although it is necessary to rely on knowledge of the working process of the tool. But it is more important to have an understanding of the communication mechanisms of various digital media and to be able to apply the elements of digital media most effectively. Therefore, digital media is full of variety and is an important channel that helps communication to be more successful than traditional media in the past. Even the production of digital media in the form of text, still images, animation, audio, and video. It relies on the skills of digital technology processes first. But the essence of the message that it wants to present is the key point of communication. It is not aimed at the technique of creating a message. Therefore, in the world of social media, it may not be necessary for media users to create information or produce their own data, particularly sharing information through sharing links to the original of the real database. But it is very popular and contributes to the creation of a referral culture. In addition to clearly showing the address of that information, it is also easier to create reference standards in the digital world than in traditional media such as sharing a video on Facebook where the video com from or from what website automatically. While for printed materials, references must be made in the form of footnotes and bibliography, etc. [Suriya Chayacharoen, 2014: 91-112] [6].

So, it can be seen that Digital Technology has played a role in society. In addition, digital media is an innovation created for the convenience of communication, allowing humans to quickly access information sources. However, if humans use such media without consideration could become a slave to the media as well. When looking at the benefit, it will be seen that this digital media can replace what it currently missing and is conducive to more usable benefits as well.

3. Digital Media and the Propagation of Buddhism in Thailand

In the future, Buddhism in Thailand should use channels to propagate Buddhist principles to be suitable for consumer groups. Which has now become a full-fledged online social network Buddhism can be applied in online society as follows.

1. The presence of Buddhist doctrines in online social media makes it possible to study and research Buddhism through the internet at any time, with just a device connected to the

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network such as computers, notebooks, mobile phones, etc. It is therefore one of the problems of the Sangha organization how to make the principles of Buddhism move in the network at all times.

2. Everyone is studying Buddhism learners don't realize that he/she is studying the teachings of Buddhism which has two levels of importance: Mundane states level means people can study it. Supermundane states level, it is the highest Dhamma for liberation. The monks are able to present the Dhamma principles so easily that the audience does not feel that they are studying Buddhism [Wijak Phonwithan et al: 2019: 63-64] [7].

So it can be seen that Buddhist doctrines about social media addiction are that one should consider the source of the media before believing in it so as not to become a victim of the media. However, when it comes to propagating, it will see digital media allowing consumers to access information faster. Therefore, it is very beneficial to the organization.

4. Buddhism and the impact of using online media

Trends from the development of information technology affect both Buddhism and the world society as a whole. As a result of the careless use of information technology, the following results will occur.

4.1 Moral implications, the rea of fast communication of network systems has resulted in a world without borders. If we look at the morals of each country, we will find that there are differences in each country with the good morals of each country. If broadcast or bad news were spread to other countries, it would have an impact on the feelings of people in that country who practice different religions.

4.2 Effects on the violation of personal liberty rights, because the release of news, information, or pictures to the public may be untrue information or still unable to prove the accuracy to the public.

4.3 Effects on the participation of individuals in society are diminished, at present the use of information technology can make it convenient and fast for communication and from working in various working in various important systems. There is also another side to participation in social activities, it may keep going down.

4.4 Results of network crimes, it can be seen that the advancement of information technology inevitably creates new types of crime problems such as information theft crime, secret theft, deception, and data sabotage by using a variety of virus programs.

4.5 Effects on cultural acceptance, and cultural exchange of individuals in the world society, it inevitably makes the expression of behavior, dressing, and consumption by intoxicating youth in the form of using electronic games which affects the mental-emotional development of young people. It causes the assimilation of the traditional way of life of each country which represents the identity of that society [Phra Paisal Visalo, 2016: 122-123] [8].

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Therefore, it can be seen that the impact of online media use is often seen in the form of abuse at the individual level or in most organizations. Because of the dissemination of information or pictures to the public, it may be untrue information or still unable to prove the accuracy to the public.

5. Conclusion

Information is widely influential and technologically advanced. As a result, information and news spread in a short time covering the world and making the world narrower as a single community, a global village. Connecting information is important in creating educational opportunities and self-development making access to more desired knowledge sources. It is a learning system that is open, not limited by time, and place and accessible to as many people as possible. If we will use the method of propagating Buddhism through social media to reach modern society or the new generation, people rarely had time to practice Dhamma, listen to sermons, or study teachings at temples like in the past. The propagation of teachings through online media is another option that can easily and widely reach people without limitations of time and place. Wherever the user is, at any time, they can go to study the teachings at any time whether at work, at home, or abroad until it becomes a borderless society. Media creators should be aware of the importance of accurate information transmission, which does not distort from reality and does not directly affect Buddhism namely a person who respects the teachings of Buddhism without having time to learn themselves because they are interested in what causes the unwholesome things that come through the six sense-doors consisting of eye-door, ear-door, nose-door, tongue-door, body-door, mind-door. From which the aforementioned, it causes moral consequences in terms of cultural acceptance by the cultural exchange of individuals in the world society.

6. New Explicit Knowledge

In today's era, the consumption of digital media through a variety of broadcasts, whether it is audio recordings, still images, or animation both images and sounds (CD or DVD), as well as making Webpages in the form of electronic books (E-Book & E-document) of Thai people today. Buddhism sees that these forms of revelation can bring immense benefits. In the useful part, it can communicate or propagate Buddhism quickly. Looking at it from a negative point of view, it can be seen from the media that it presents without careful consideration and it can quickly create consequences as well. Whenever, if we use the principle to do it in our hearts carefully (Yonisomanasikara) consider the reasoned attention (Kalamasutta) digital media reception will not have much impact. Because human beings will be able to keep up with media consumption very well.

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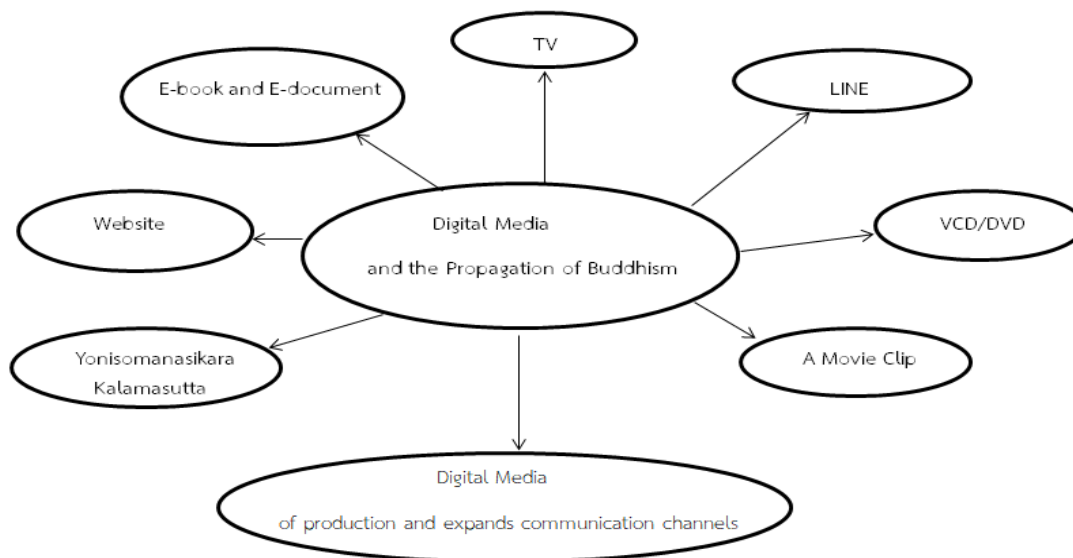
Figure 1 Digital Media and the Propagation of Buddhism

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