

12 Sept 2012

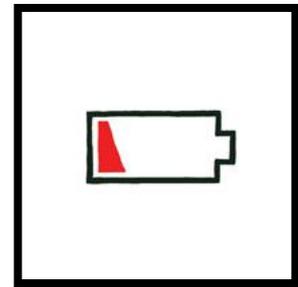
# Content & Context

Though there is only one alphabet uncommon between the two; they however, represent two totally different dimensions of any information. The content sums up to the actual or solid matter directly held in the communication. Whereas, the context is all about the subject matter, based on which, the information is delivered.

But looking at the current scenario of communication and information flow on a global level; there exists a surprising level of imbalance between the two. Here are some instances of the impact; which imbalanced ratios of content and its context can create...

## The Insufficiency

One of the most common problems dealing with the content is its very deficiency! Not ignoring the fact that world is much more info-connected than ever; there still exists an acute demand of enough content on several important contexts. This gradually leads to a sort of ignorance and unawareness in the audiences about several issues which are vital at times.



## The Contamination



In a participative model of information, popularised through internet has led to several such platforms of information, which lack enough authentication and verification for the existing content. This has created several avenues for spreading misconceptions and ultimately a whole gamut of incorrect opinions and perspectives. This contamination is not just affecting the masses at intellectual levels, but also creating immensely wrong ideologies in the minds of the people that come in its frequent contact.

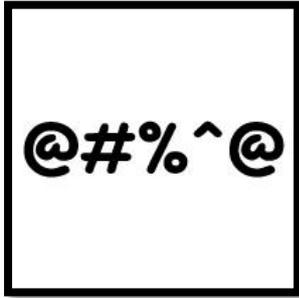
## Overload & Brainwash

A very serious effect of the imbalance between the content and context; is the extensive overloading of the content. When some content is hyper-promoted; it creates a very subconscious level of psychological imprinting on the audiences' mind. On a longer run, the reinforcement of content turns so strong that people go against their own logic, at times. This is how several such hammerings lead to a



completely new level of obsession; commonly called brainwashing. Its effect can be seen in many youngsters who get into extensive smoking, without even having a substantial logic for doing so; while they are just imitating someone unknowingly.

## Irrelevance



When the disproportion between the content and context starts to impede the context aspect; there arises a situation of irrelevance. This is a state when the information and the content within it is not at all directly related or aligned with subject or context. As a result, totally inappropriate content also pops-up. This has led to a terrible situation for the online content management and SEO (Search Engine Optimisation) world-wide.

## Obviousness

Across many options of sourcing information, there is one common problem that occurs at a more concealed level. This is a problem of the obviousness of content available for various contexts; we deal with. Out of all the sources available for deriving any information; most of them say, what is common enough to be understood even without that source. This occurs because of the lack of enough depth in the content towards exploration of that particular context.



As a result; the overall information starts attaining monotony and loses its objectivity.

## Numbness



Ultimately all the imbalances in the content and context add up, creating a sort of numbness in the audiences. When the information stops making sense for the audiences; eventually, the expectation itself starts corroding. For the same reason, the importance of information and its expectation of being correct are decreasing day by day. Thousands of websites loaded with boasting claims about proving the required information exist today. Most of them do not contain information which is from an authentic source and hardly make any sense.