Lexicon

**Apparatgeist:** It is coined by James Katz and Mark Aakhus, union of two words ‘Appratus’ (device: mechanical or social system to achieve human ends) and ‘Geist’ (mind: consciousness, spirit). This theory is designed to analyse the perception of people and how they describe their personal technology, especially the communication device. The term is used to characterize the interaction between social perceptions and folk theories, on the one hand, and social needs and their fit with technology, on the other. This theory gives both an interpretive and predictive framework to the changing social role of communication technology (Katz, 2003, p. 313).

**Cell phone:** The common components found on all phones are:

1) A battery, providing the power source for the phone functions.
2) An input mechanism to allow the user to interact with the phone. The most common input mechanism is a keypad, but touch screens are also found in some high-end Smart phones.
3) Basic mobile phone services to allow users to make calls and send text messages.

A multimedia phone is a cell phone that has at least some capacity to access the Internet, take photographs, and transmit data in addition to making simple voice calls. In common parlance, the phrase “multimedia phone” is often interchanged with “Smartphone.” From a technological perspective, however, there is usually some difference between a multimedia phone and a Smartphone. Most of this owes itself to network speed, download and upload capabilities, and bandwidth usage. A **Smartphone** is a mobile phone built on a mobile operating system, with
more advanced computing capability and connectivity than a feature phone. The first Smart phones combined the functions of a personal digital assistant (PDA) with a mobile phone.

Later models added the functionality of portable media players, low-end compact digital cameras, pocket video cameras, and GPS navigation units to form one multi-use device. Modern smart phones also included high-resolution touch screens and web browsers that display standard web pages as well as mobile-optimized sites. High-speed data access is provided by Wi-Fi and mobile broadband.

**Conformist**: A person who adopts the attitudes, behaviour, dress, etc. of the group to which s/he belongs.

**Communinfotainment**: Communication + Information + Entertainment combined together. The cell phone gadget provides following facilities –

a) text and voice communication,

b) phone book and internet browsing is used for accessing information and

c) cell phone games, applications, music and video for entertainment

**Emoticons**: It is a pictorial representation of a facial expression using punctuation marks, numbers and letters, usually written to express a person's feelings or mood. Emoticons are often used to alert a responder to the tenor or temper of a statement, and can change and improve interpretation of plain text. The most basic emoticons are relatively consistent in form, but each of them can also be transformed by being rotated (making them tiny ambigrams), with or without hyphen (nose). There are also some possible variations to emoticons to get new definitions, like changing a
character to express a new feeling, or slightly change the mood of the emoticon. For example : ( equals sad and : ( ( equals very sad or weeping. A blush can be expressed as : " > . Others include wink ; ), a grin : D, smug : - > , and tongue out : P for disgust or simply just to stick the tongue out for silliness, such as when blowing a raspberry. An often used combination is also < 3 for a heart, and < / 3 for a broken heart. A representation of a cat face can be expressed like this: : 3 - ]. along with a moustache emoticon : { ).

**GPS tracking:** Global Positioning System tracking is a system used to determine the precise location of a vehicle, person, or other asset to which it is attached and to record the position of the asset at regular intervals.

**Group convention:** A convention is a way of behaving that is considered to be correct or polite by most people in a society. Group of friends too has some behavioural practices.

**Locutions:** word or phrase, especially one used by people in a particular area or from a particular group

**Missed Call:** A missed call is a telephone call that is not answered by its intended recipient prior to the termination of ringing on the recipient's end. The ringing may be terminated by the caller simply by hanging up the receiver of a cell phone. The cell phone gadget displays the caller identity that is name of the caller if the name and number is saved in the phone book or the number from which the call is made.

**MMS:** Multimedia Messaging Service, or MMS, is a standard way to send messages that include multimedia content to and from mobile phones. It extends the core SMS (Short Message Service) capability that allowed exchange of text messages only up to 160 characters in length.
The most popular use is to send photographs from camera-equipped handsets, although it is also popular as a method of delivering news and entertainment content including videos, pictures, text pages and ringtones.

**Mobisodes:** video content designed specifically to be viewed on cell phones

**Mociology:** This word was introduced as an upcoming faculty of knowledge which focuses on ‘the study of the innovative ways people use their mobile phones or wireless systems in daily life.’ Ralph Simon described it as ‘the sociology of the mobile lifestyle’, and explained the genesis of the word is *mobile + sociology*, though the coinage is unprepossessing (the blending suggests that the *c* is pronounced as an *s*). He also created the term ‘*mocio-economics*’, which he described as “the underlying economics that drives the fast emergence of mobile entertainment revenues and economics” (Simon, 2005).

**Predictive text:** is an input technology used where one key or button represents many letters, such as on cell phones and in accessibility technologies. Each key press results in a *prediction* rather than repeatedly sequencing through the same group of "letters" it represents, in the same, invariable order. Predictive text could allow for an entire *word* to be input by single key press. Predictive text makes efficient use of fewer device keys to input writing into a text message, an e-mail, an address book, a calendar, and the like.

**SMS / SMses:** Abbreviation of Short Message Services. The cell phone (gadget + service) provides the facility to compose and send the text message with the character limit of 160 characters.

Cell phone user can communicate with his/her contact by sending SMS. With the increasing popularity in Indian Sub-continent the cell phone
manufacturing companies also provide this facility in almost all the Indian languages and scripts.

**Verbal Communication**: Primarily referred to as oral communication that is spoken word communication.

**QWERTY Keypad**: is the most common modern-day keyboard layout. The name comes from the first six letters (keys) appearing in the top left letter row of the keyboard, read left to right: Q-W-E-R-T-Y.