INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

IJCD

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(A UGC Enlisted - 2018, Journal No.-49378, Peer Reviewed Research Journal)

About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

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FROM THE EDITOR'S DESK

Research in communications and journalism in today's world has five contemporary issues which are priority and need to be studied. These are digital data privacy, plagiarism, effect of geo political relations on communication, coverage of gender issues and social media taking over lives. But one area the researchers tend to forget is the changing trend in communication education, an area which is undergoing a silent revolution.

And one such major change is MOOCs. Massive Open Online Courses or MOOCs is a step ahead in distance education which after creating a popular platform for learning in the western world has now entered the Indian education arena. University Grants Commission (UGC) has launched the MOOCs for high quality online university-level courses in communications and journalism education. This edition has an informative and exhaustive research article on MOOCs by Dr. Archana Thakur, Joint Secretary and CVO, University Grants Commission.

Another paper which will benefit every student of communication research is - Beyond rules: A study of linguistic liberty with reference to virtual space of communication by Dr. Rajiv Ranjan Dwivedi, of GGSIP University New Delhi. A very less travelled path in communication research, is discussed with such ease by him that any and every researcher of communication would really find it useful while planning the chapterisation.

Friends, Team IJCD needs to inform all of you that please ensure to send the research papers in the standard research format and the articles maintaining continuity. It will help us in not having to return them to you for re-writing. Articles should be between 5000-8000 so that the research has an in-depth quality in it. All papers in this journal have undergone rigorous review, based on initial editorial screening, and double blind review by two anonymous reviewers.

We bring out this issue of IJCD with an élan. Our efforts have been well received with positive comments and important criticism. Friends I am sure your comments and guidance will help us to strive towards excellence.

So happy reading and researching!

Dr. Durgesh Tripathi
Editor, IJCD

MOOCS: THE NEW GENERATION LEARNING

Dr. Archana Thakur, Joint Secretary and CVO, University Grants Commission, (Ministry of Human Resources Development, Govt. of India), New Delhi

Gone are the years when what we learned in school and colleges stuck with us throughout our working life. With the rapid pace of technological advances, constant learning is the most pressing need of the day. And massive open online courses (MOOCs) are adequately equipped to address and serve it. MOOCs have been one of the most hotly-debated topics in the education circles over the past few years. Opinions have been extremely polarizing, with some people heralding it as the greatest leap for education since the invention of the printing press, and some dismissing it as another fad.

MOOC is an online course which aims unlimited participation and open access via the web. The first MOOCs emerged from the Open Educational Resources (OER) movement (1). The term MOOC was coined in 2008 by Dave Cormier of the University of Prince Edward Island in response to a course called *Connectivism and Connective Knowledge* (also known as *CCK08*). CCK08, which was led by George Siemens of Athabasca University and Stephen Downes of the National Research Council, consisted of 25 tuition-paying students in Extended Education at the University of Manitoba, as well as over 2200 online students from the general public who paid nothing (2). This provides interactive user forums to support community interactions among students, professors, and teaching assistants. MOOCs are a recent and widely researched development in distance education which were first introduced in 2006 in USA and emerged as a popular mode of learning in 2012. According to *The New York Times*, 2012 became "the year of the MOOC" as several well-financed providers, associated with top universities, emerged, including Coursera, Udacity, and edX (3,4).

These did not rely on posted resources, learning management systems, and video lectures, instead using structures that mixed the learning management system with more open web resources. MOOCs from private, non-profit institutions emphasized prominent faculty members and expanded existing distance learning offerings into free and open online courses. MOOCs are of two distinct types: one of them emphasizes the connectivist philosophy and other resembles more traditional courses. Stephen Downes proposed the terms "cMOOC" and "xMOOC" to distinguish in between them.

The principle on which cMOOCs are based is of connectivist pedagogy indicating that material should be aggregated rather than pre-selected, remixable, re-purposable and feeding forward. It tries to connect learners to each other to answer questions emphasizing collaborative development of the MOOC.

xMOOCs have a much more traditional course structure typically with a clearly specified syllabus of recorded lectures and self-test problems. The instructor is the expert provider of knowledge, and student interactions are usually limited to asking for assistance and advising each other on difficult points (5).

MOOCs are becoming popular as they offer university-level courses without the need to complete an entire programme of studies. Students get the opportunity to study high quality courses online with prestigious universities, often at no cost. Users can select courses from any institution offering them independently. There are no entry requirements. Video-based study offer interaction either through peer review and group collaboration or automated feedback through objective, online assessments.

EdX is a non-for-profit provider, created by Harvard and MIT universities. Now extended to the Australian National University, TU Delft(the Netherlands), and Rice, Berkeley and Georgetown universities in the US. Around the world, other MOOC providers include EduKart in India, ALISON in Ireland, and Aprentica in Latin America.

The reasons behind considering MOOC are-

i.   Quality courses with low cost,
ii.   Can be studied in combination with other work and
iii. Study resources are easily accessed from any computer at any location through web.

MOOCs can generate affective learning through four pathways or mechanisms:

i.   Sharing instructor enthusiasm.
ii.   Discussion on controversial topics.
iii. Exposure to diversity.
iv.   Experiencing innovative teaching approaches.

The disadvantages are that while most courses are free, some are fee-paying and videos are normally short, drop-out rates are high – up to 90%. These rates are marginally lower for paid-for courses. A reasonable degree of computer literacy is needed. Many of the MOOC users are graduates seeking to top up their skills and competences. MOOCs do not feed into a degree or other qualification but are self-contained. Only a few students complete the courses. Content of MOOC offered by other country may not match the culture and condition of the home country of the student accessing the course.

The advantages of MOOCs over physical colleges and universities are-

- Scaling up the course batch size is a few clicks away.
- Thousands of young minds can be guided by a emeritus tutor.
- Self-paced study enables student to study and learn at their own leisurely rate.
- Online courses can help mitigate and remove all systemic barriers, thus truly making education a universally available resource.

Three of the most pressing critiques of an open learning system are (a) lack of an effective system to measure and validate the progress of the learners, (b) how to integrate the course credits into the present system so that it counts towards a degree from a college, and (c) how to ensure personalized guidance and mentorship. However, all these are resolvable as having certain multiple choices questions at the end of each session to evaluate the understanding of the learner and a few universities have started launching their full-fledged courses online or allowing certain validated MOOCs to contribute credits to their physical courses.

In India, SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) was launched on 15 August 2016 which is an information technology platform. Aims at providing high quality education on various subjects from school level(class IX-XII) to under graduate and post graduate students, covering all disciplines is a new portal for MOOC. SWAYAM is a programme designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most

disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy. In order to ensure best quality content are produced and delivered, seven National Coordinators have been appointed: They are NPTEL for engineering, UGC for post-graduation education, CEC for under-graduate education, NCERT & NIOS for school education, IGNOU for out of the school students and IIMB for management studies. SWAYAM platform is indigenously developed by Ministry of Human Resource Development (MHRD) and All India Council for Technical Education (AICTE) with the help of Microsoft and would be ultimately capable of hosting 2000 courses and 80000 hours of learning: covering school, under-graduate, post-graduate, engineering, law and other professional courses.

It is thus anticipated that MOOCs impact is going to be felt strongly on the education system in India not only in improving standards and availability of quality education in all fields, on the click of a button but also granting affordability of learning science for students from rural background or colleges in remote areas with paucity of competent science instructors.

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BEYOND RULES: A STUDY OF LINGUISTIC LIBERTY WITH REFERENCE TO VIRTUAL SPACE OF COMMUNICATION

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Abstract

With the advent of internet following onset of virtual platforms of communication technically named as social networking sites, the use of language has undergone a tremendous change across the globe. The whole dynamics of language governed by its lexical, syntactical and other grammatical rules has been reconsidered and reintroduced subsequently with changes effected at both linguistic and non-linguistic level forming the basis and medium of communication. The linguistic- non-linguistic integration results into bypassing the age-old defined rules of language giving way to a kind of "meta-language" as a medium of communication independent of any specific language with its set principles to be observed. This trend has received its own share of negative and positive comments from "communication corruptor" to "language liberator". Irrespective of the comments, though, what is clearly understandable in this context is the fact that the new style of communication taking on creative lateral changes with respect to language and beyond is largely informal for the reason that such communications are quite unintelligible and ambiguous at times. The paper under discussion titled "Beyond Rules: A Study of Linguistic Liberty with Reference to Virtual Space of Communication" aims to study and examine the extent of linguistic liberties taken by the users while communicating on virtual space. 'Virtual Space', as used in the title, would include only three platforms, namely, Facebook, Whatsapp and Twitter from amongst many others like Hike, Snapchat, Linkedin, Instagram etc. 'Beyond the Rules', as used in the title, signifies both the structural shifts from principles of a language and the establishment of newer communicative patterns that extend beyond a particular language and the rules thereof. Newer communicative patterns engage themselves with linguistic and non-linguistic elements that change and altogether redefine the whole idea of communication performed earlier through a pure linguistic medium.

Key Words: Language, Social Media, Communication, Structure, Rules, Liberty, Virtual Space

Introduction

The title consists majorly of the key terms that build up the whole discourse of the paper. The terms, 'Beyond Rules', 'Linguistic Liberty', 'Virtual Space' and 'Communication' in the title are self-definitive to a great extent. The paper, thus, aims and attempts to study and examine the extent of linguistic libertyat different levels taken by the users while communicating on the virtual space. The paper also endeavours to look into the rationale of rampant linguistic liberty taken at such platforms of communication. As such, it becomes imperative now to bring out the issues associated with each individual term separately so that language and communication as taking place today vis-à-vis virtual space of communication could be better understood. The key terms of the title as mentioned above unfold themselves in the following manner:

A. Virtual Space of Communication:

       Virtual space or platforms of communication is technically named as "social networking sites". The paper includes the study of communication on only three such platforms, namely Whatsapp, Facebook and Twitter. Other such sites include Hike, Snapchat, Linkedin, Instagram etc. Communication on these social networking sites, especially by Gen Y[1.] users of such platforms assumes an altogether different colour and

flavor in terms of the use of language cast in and with other signs that supplement or override language at times.

B. Linguistic Liberty:

Linguistic liberty is the liberty taken in the use of a language for the purpose of communication. Linguistic liberty is seen taking place at multiple levels such as:

i)   Lexis:

Lexis refers to words. The use of word has undergone a tremendous change with the advent of social networking sites. Lexical changes are perceptible with reference to:

a) New words/Neologisms (Metrosexual, Crowdsourcing, Chilax, Brangelina, 404, Tweetcred, app, etc.)
b) Old words with new meaning(Cloud, tablet, viral etc.)
c) Ambiguity due to shortening of words(UGC,BTW,RIP, JK,OH,AFAIR,ESP etc.)
d) Deliberate choice of new meaning for an old word (guy/gal, actor/actress, etc.)
e) Mix of letter and digits to form/create a word(Gr8, B4, ,G2G etc.)
f) Wrong spelling of words(Ryt, ya, Lyk, vry etc.))

ii)   Syntax:

Syntax is the structure of sentence in a language used for communication. Syntactical structures followed by the users on the social networking sites also do not conform to the need of the language in the formal sense of the term. Syntax management in communication takes place at the following levels:

a) Omission of auxiliary verbs. (U right, U dere, U nt replying, All wel etc.)
b) Omission of Punctuation (U right, U there, Wat u doing etc.)
c) Code-switching(I am fine. *Aapkaisehain?* etc.)
d) Code-mixing(Let's do some *masti-wasti*,Today'sgerenation be like Relatives *jiyo or jinee do*etc.)

e) Use of non-linguistic signs/characters in the syntax(*, #, & etc.)[2]

iii)   Other Linguistic/Grammatical Liberties:

Apart from the liberties taken in context of lexis and syntax, communication on virtual planes involves violation in other areas of grammar as well.Other major linguistic liberties exercised by the users while communicating on such space includes:

a) Skipping the use of article (*Udontkno name of president of india?, he is best candidate* etc.)
b) Violation of the structure of S+V+O(*Yeah busy I m, For movie Y U not intrstd*etc.)
c) Precarious acronyms (**KISS,LOL**,**ORLY** etc.)

C. Beyond Rules:

Beyond rules signifies the range of exercises done in addition to or more than or apart from or outside of the rules of grammar of a language usually followed by the people while communicating. The earlier two key terms as specified and illustrated above testify to the

fact that communication on social networking sites is performed in an altogether different style. It's a style or blend of styles that doesn't require obeying the prescribed rules of a language to achieve communication.

So, what emerges from the exploration and analysis thereof is that communication on social networking sites is performed through newer communicative patterns that largely fall into two categories:
   a) Linguistic and
   b) Non-linguistic

As far as linguistic category is concerned, bilingual operation is more perceptible for communication. On all chosen virtual space of communication, namely Whatsapp, Facebook and Twitter, the erratic use of two languages—English and Hindi, for instance, prevails upon the basic principlesof a language. The erratic use naturally bypasses the grammar of a language, lending newer communicative styles determined by and disseminated amongst the set user-group[3].

Non-linguistic communicative patterns include the use of smileys,asterisks,emojisand emoticons[4], hashtags etc. This kind of interactive style is the exclusive percept of social networking sites where inter-personal communication no longer depends upon a language or languages alone. These signs function in two ways in the process of communication:

   a) They supplement and contribute to the linguistic signs.
   b) They replace the language itself in order to perform communication.

Thus, we see that the linguistic-non-linguistic integration results into violating age-old defined rules of language giving way to a kind of "meta language" or third languageas a medium of communication which is independent of any specific language with its set principles to be observed. This integrative style of communication on social networking sites is "united by a generally colloquial tone and a readiness to deviate from Standard English norms" (Crystal, 186).

Users of language on the social networking sites appear as if they were endowed with extraordinary knack of language management. And, they do it even when joining an internationally profound concern/debate on the social media like Twitter, let alone in their informal interpersonal communication. Economy of space granted with restriction of word-limit, however, is a possible reason adopted by the users in general and Y-Gen in particular. But, in the opinion of a noted linguist, David Crystal, the idea of 'economy of space' in the use of non-linguistic characters for communication is not justifiable. He places a more justifiable observation on the use of non-linguistic characters which he calls 'emotes'[5]. According to him, it is the speed of typing a message that determines the choice of linguistic or non-linguistic characters in communication on virtual platforms:

  "Economy of typing is not the whole story, as is easily illustrated from the structure of emotes, which often use quite complex expression, and from such examples as onna('on a') and atta ('at a'), which usually use an extra letter keystroke. On the other hand, anything which does speed up typing is going to be appreciated…"(Crystal, 188).

One of the reasons for the widespread use of emojis, emoticons, smileys etc. is attributable to the inadequacy of textual language of words. These non-linguistic characters 'diffuse the situation', to use Crystal's phrase, and thereby lends clarity to the communication performed. Else,

" written language has always been ambiguous, in its omission of facial expression, and in its ability to express all the intonational and other prosodic features of speech. These features of Netspeak[6] have evolved as a way of avoiding the ambiguities and misperceptions which come when written language is made to carry the burden of speech."(38-39).

Kate Burridge also reflects on the inadequacy of language in expressing one's thoughts and feelings. She says:
"I am sure you are painfully aware of the inadequacy of language when it comes to expressing thoughts and feelings. This is one reason why our speech is full of approximating phrases or hedges like 'kinda', like', 'sorta', ya know', 'I mean'. These expressions aren't just the stuff of teen-speak!"(Burridge,160).

In order to stress upon the limitations of language, Kate further quotes the linguist, Fred Householder as follows '…nothing can be so clearly and carefully expressed that it cannot be utterly misinterpreted'(160).

But, resorting to the innovative linguistic style of communication on the virtual platforms could equally end up in a precarious way at times. Howsoever vibrant and interesting chats on the virtual platforms may be, there is always the 'potential for chaos and offence' (Dudeney, 130) with the new and newer styles of communication on such platforms. For instance, the use of acronyms as a linguistic smartness is not only unintelligible but also embarrassing and disturbing at times. The following example from a hypothetical whatsapp chat can be illustrated to understand the situation:

> A: Thanx 4 urmsgyaar. Feeling relieved now. Gr8 u
> B: Hmmm. Actually the prob is his AFAIR.
> A: Still yaar.
> B: KISS
> A: K
> B: G2G.PAW. TTYL.

A lot of anomalies can be pointed out in the example cited above. This style of chatting has been seen prevailing upon the students' habit of using it in the answer sheet of the examination which is a space of formal communication. *B/W*, *ASAP* etc. are seen frequently used for 'between' and 'as soon as possible respectively. Similarly, *Acc.to* and *btw*are written for 'According to' and 'by the way.' The examples are in plenty, prevalent even in formal space of communication illustrating the newer style of language deviating from Standard English usage. The appendix section of the paper comprises a sample each of Whatsapp, Facebook and Twitter where communication happens with almost all deviations of language and innovative integration of non-linguistic style being discussed here.

The use of newer communicative patterns on the virtual platforms, however, has received mixed reactions. Internet is largely held responsible for the sea change in the ways language is used today. The question whether internet is 'Communication Corruptor or Language Liberator' (Straw, 2005) has eventually brought up debate leaving dual understanding of the issue. The advocates of the language consider it a purely detrimental exercise as it badly acts upon the proficiency of English especially for the non-native learners of the language. For them, it is a 'communication corruptor' practice. But there are those who critique the practice in a positive spirit. They opine that communication on the virtual planes through a style independent of any linguistic constraint and confinement is wondrous and appreciate the practice as the 'language liberator'. David Crystal

stands by the latter advocates. Also, according to Angus Stevenson, the editor of Oxford English Dictionary, "Social networking sites have created a real language of the net."('Retweet' and 'woot', 2011)). Interestingly, people observing or expecting others to observe standard linguistic use while communicating on virtual platforms are taken in a kind of negative or derogatory impression. Those using chaste English as a language of communication refraining from internet slangs and non-linguistic characters as mentioned above are called 'eggheads[7]'.

Limitations:

The present paper has its own limitations in so far as it includes only selective aspects of communication on the virtual platforms. It is also limited in so far as it studies only the select virtual platforms of communication from amongst many as stated earlier. Also, the issue of linguistic liberty is confined to the communication that take place mostly between youth and X and Y Generation users. The other users keeping the linguistic formalities intact are not included in the study. The debate of larger negative and positive impacts of linguistic liberty has been excluded from the study. The [paper only focuses on the ways users manage language and incorporate non-linguistic characters innovatively while communicating on the virtual platforms.

Thus, to conclude, the virtual space of communication capitalizes on the linguistic liberty juxtaposed against the new style of communication that takes on creative lateral changes with respect to language and beyond. Newer communicative patterns engage themselves with both linguistic and non-linguistic elements that change and altogether redefine the whole idea of communication performed earlier through a purely linguistic medium. Lexical innovations, structural shifts from the principles of a language and the integration and incorporation of non-linguistic characters on the virtual platforms stand both interesting and challenging. The transition in linguistic application since the advent of internet has re-established the style of interpersonal communication across the globe.

Endnotes:

1. Generations of people are broadly divided into four categories as follows:
   * Veterans or seniors – born before 1945
   * Baby Boomers – born 1946 – 1964
   * Gen X – born 1965-1979
   * Gen Y – born after 1980(http://interactivecommunicationcompany.blogspot.in/)
   Gen Z is a latest group considered tentatively for those born 2000 onwards.

2. The use of characters is required to create password for the internet banking services and other online usages. Banks and other such organizations necessitate this procedure in order to ensure safety and privacy so that no one else can ever figure out the codes access the information for any fraudulent use. Interestingly and ironically, we incorporate such usage in language these days to express or ourselves or to communicate while the fact is that these codes are meant for confining the communication to oneself or begetting confusion and ambiguity thereby.

3. Individual determination of linguistic choice is substantiated by the understanding that since language is a means of communication and if communication is achieved through whatsoever ways of the use of language, mono/single or bilingual, with or without following the grammatical rules of a language in particular, the debate for a stereotypical set formula of a

language ceases to exist. This, however, is not sanctioned for formal correspondence whatsoever.

4. An emoticon is a typographic display of a facial representation, used to convey emotion in a text only medium. Like so: ;-) Unlike emoticons, emoji are actual pictures, of everything from a set of painted nails (▯) to a slightly whimsical ghost (▯). (https://www.theguardian.com/technology/2015/feb/06/difference-between-emoji-and-emoticons-explained)

5. "(Emotes)…are combinations of keyboard characters designed to show an emotional facial expression…"(Crystal, 36).

6. "Netspeak is a brand new electronic medium of communication, global and interactive in character evidently related to English as a global language, with its own distinctive features in all of its varieties. Netspeak is considered to a relatively largely unexplored area, the brand new medium of communication which is closely related to the Internet, and dominant effect in everyday lives, and Netspeak is fast growing.David Crystal argues that Netspeak is a radically new linguistic medium…According to David Crystal, the term Netspeak serves as an alternative to terms such as Netlish, Weblish, Internet language, cyberspeak… Netspeak is a third medium of both speech and writing, combine with the properties electronic texts display.(https://chihiro89.wordpress.com/2010/03/01/79/)

7. "Egghead is used as a noun and it is a semantic extension. Egghead is used for the one who is conservative even in the use of social networking, uses set graphics rather than a personal picture, writes correct English rather than using slangs and short forms. E.g. My lecturer is an egghead even on the internet(www.livinginternet.com)." http://www.academia.edu/19045036/social_media_neologisms_in_English_languages_lexical_system)

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MEDIA AND DEMOCRACY: A COMPARATIVE STUDY OF GROWTH OF TELEVISION NEWS MEDIA IN INDIA AND PAKISTAN WITH REFERENCE TO JAMMU AND KASHMIR

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Abstract

The notion of globalization transformed the growth and trajectory of television news media where the growth in media systems in one country influenced the evolution in the neighboring country for providing a competitive discourse especially in times of mediatized conflicts. The role of media has been pivotal right from the beginning of the conflict between India and Pakistan on the issue of Jammu and Kashmir where the role of news media has transformed over the period of history and growth in one country exerted a considerable impact on the other where both the media systems have pushed other in a globalized sphere. The paper traces the evolution of television news media in India and Pakistan with a focus on Jammu and Kashmir in order to compare and contrast how television news media became central vehicle of information war and how the process of globalization effected the growth of television news media in both the countries.
Key words: India- Pakistan-Mediatization-Globalization-Media-conflict

Introduction

The territorial conflict of Jammu and Kashmir from its beginning has become one of the most mediatized issue which has been heavily discussed by television news media of both the countries involved in conflict i.e. India and Pakistan. The issue of Jammu and Kashmir right from the initial years of Doordarshan in India and its counterpart PTV in Pakistan to the rise of satellite television news media in both the countries the focus of news media has remained on Jammu and Kashmir because of the comprehensible news value of conflict (Cottle, 2006) and since the news worthiness of events increase during conflicts and the enormousness magnitude of problem between both the countries the mediatization of Kashmir conflict started early in 1959 in India and 1964 in Pakistan. The mediatization of Jammu and Kashmir conflict has is the question of maintenance of secular credentials for India whereas for Pakistan Kashmir is the question of its core ideological belief based on the notion of Muslim nationalism (Mattoo, 2003). The television news media has played an important part right from the growth of television news media in both the countries as the issue of Jammu and Kashmir became what Anderson (2006) termed as 'imagined communities'.

Growth of News Television in India

The television was introduced in India on the lines of notions of modernization and development of the nation initially seen in the year 1955 at an international fair held in Delhi in which All India Radio purchased the television equipment from Philips company. However the first experimental television started with the inauguration of Delhi Kendra on September 15, 1959 when UNESCO provided grant and assistance to the All India Radio. The television remained under strict control of ministry of Information and Broadcasting for a considerable period of time (Kumar, 2010). With the core notion of development and modernization Television until 1965 was extensively used for committee viewing and education as its major focus (Menon, 2007). The television services were extended beyond Delhi after a brief period of thirteen years as in 1972 the Bombay station of Doordarshan started functioning which was followed by the opening of Doordarshan stations in Amritsar in Srinagar which were followed by the stations in Calcutta, Madras and Lucknow in the year 1975. The fascinating feature of the growth of television in India is start of both the Amritsar and Srinagar stations so early in its growth trajectory. Although the Srinagar television also initially

started as an educational broadcast for schools and University (Rasool, 2012). The growth in television was followed with the SITE and Kheda projects and the advancement in the satellite technologies as argued by Singhal& Roger (2001). The initial years of television growth saw it being under the shadow of All India Radio and later in the year 1976 the two were separated from each other that led to the evolution of Doordarshan as an independent institution (Page & Crawley 2001). The television growth in India saw a transitional shift after 1970 as several other entertainment programmes, films, sports and educational programmes started broadcasting and with the broadcast of Asian games in 1982 the color television also emerged in India (Joshi 1986).

The basic difference of growth of television in India with its counterpart print media is its evolution in a free India despite its colonial legacy but despite that television largely remained under the clutches of government right from the Prime Minister ship of Jawaharlal Nehru (Jeffery, 2006). The news segments on Doordarshan maintained its state control throughout its history till emergency period where Prime Minister Indira Gandhi received heavy criticism for the misuse of television news as a state apparatus to control power (Menon, 2007). The Doordarshan was deliberately used by state to endorse personality cults and to eliminate any kind of opposition against the state (Singh, 1975). The news broadcasts were not allowed to be privately shared despite the commercialization of Doordarshan and the emergence of privately owned production houses with a fear that privately owned news broadcasters can use the news bulletins as an apparatus to create dissent against the government in power. The similar kind of fears were seen in the start of first live broadcast on DD where Prime Minister Narsima Rao cancelled the live broadcast citing the reason that live broadcast are a threat to the state monopoly as anybody can say anything against the ruling government on a live broadcast on television (Ghosh 2005, pp.189-190).

Emergence of Private owned satellite Television in India

The start of private television channels in India were always seen as a danger to the existence of the state control since the basis of television in India and the control of state on it has been a dominant element of the self-image of the state (Rajgopal 2001, p.78). The growth of satellite television channels in India as argued by scholars like (Chalaby, 2003; Volkmer, 1999) is the result of the process of globalization whose idea is based on the notion of global village as premised by McLuhan (1964). In comparison to that the proponents of political economy tradition of television scholars like Mcchesney (2000; Thussu 2003) argue that the growth of satellite television news media in India is the result of the economic forces with the emergence of the western players. With Just one television channels with news broadcast that too under strict government control until 1994 when first time private broadcasters were allowed a news slot by the name of 'The world this week' produced by New Delhi Television Ltd. (NDTV) with Pranoy and Radhika Roy as its pioneers. The initial license was only of thirteen days which later was extended to a 291 episodes from 1988 to year 1996 (Mehta, 2008). The news broadcast certainly revolutionized the notion of news in India as it was the first attempt of freeing the genre of news from the strict control of government in India (Saeed, 2012). The efforts followed the 'News Track' broadcasted by India Today group as its monthly magazine that also broke the shackles of the government control.

The most glaring event that transformed the news media sphere in India was the broadcast of Gulf war of 1991 that led to the entry of foreign news broadcast to India and the start of zee TV in 1992 and a Zee news channel in 1995 which was in comparison to serious NDTV news more entertainment driven (Thussu 1998) and then in the year 2000 India Today started AajTak first Hindi news channel and Sun TV in south India. However the first ever English news channel Headlines Today which was followed by news channels started by NDTV one English news channel NDTV 24×7 and NDTV India a Hindi news channel. The radical shift in the privatization

of television news in India forced Doordarshan to compete with private news channels and they started DD News in 2003 and the number has risen to 35 news channels and eleven regional satellite channels one even focusing on Jammu and Kashmir DD Kashir. The growth of television news in India was seen in the initial period as a force of democratization after years of strict government control but instead the political economy structure led to the 'CNNization' of news genre in India with the adaptation of US style Journalism (Thussu, 2003). The further corporatization of television news media in India saw the emergence of big corporate players with Times group, TV Today network also entering the race. The reliance network deal with network 18 that later brought Eenadu(ETV group) dominated the television news genre with a start of news channel focused on Jammu and Kashmir(ETV Kashmir) and several news channels emerged after that CNN-IBN(2006), Times Now (2009). The foreign news broadcasts like BBC, CNN, RTV, Al-Jazeera, WION also gradually started beaming on Indian television news sphere which Held & McGrew (2003) contends that notion of global in media landscape in India is the result of expanding capitalism in the world.

Growth of Television News Media in Pakistan

The trajectory of growth in Pakistan television news as compared to India started in the year 1964 as a state enterprise similar to India with the establishment of Pakistan Television Corporation limited. However the stark difference between the start of television in Pakistan and India is that as television in India started as a tool of development the Pakistan television started as a tool to promote the nation state identity and its shared Islamic identity. The initial years of PTV saw a variety of broadcasts including entertainment, musical shows, religious programmes and a news slot which was aired at 9 pm (Barraclough, 2001). The initial years of Pakistan Television drew similarity with Indian television as PTV was also controlled swiftly by Ayub Khan with several press ordinance acts that helped the government to keep a tab on television news and its content. The draconian laws were initially implemented on media in Pakistan in order to find ways to pressurize and muzzle the media freedom in Pakistan(Niazi, 1987). The other major difference in the growth of television news in Pakistan is that unlike boom of satellite television news in India in 1990's this very boom in India effected the influence of PTV and broke its monopoly as the viewers in Pakistan started accessing the Star TV network channels and other Indian channels like Zee TV where PTV failed to provide competition to private owned channels booming in India (Kumar&Ashwin 2014, p.31). The glaring difference in the growth trajectory is that while in India growth in television was the result of process of globalization whereas growth in Pakistan television news sphere and breakdown of the monopoly of the state controlled television news was the result of boom in the Indian television and the inability of the PTV to compete with the style, presentation and content of the news channels beaming from the neighboring country India that ultimately led to the audiences in Pakistan questioning the credibility of the content broadcasted by PTV to its audience in Pakistan.

The other major difference in the media systems of both the countries was the evolution of satellite television in both the countries. The satellite television boom in India a result of globalization and market forces pushed the audiences in Pakistan to consume the content being produced by Indian and international television channels like Zee TV, Star TV etc. The government of Pakistan unlike India maintained its strict control in giving licenses to the private broadcasters and instead kept on relying on state controlled Pakistan Television (PTV) until 2000. The grant of licensing to operate private television news channel in Pakistan was attributed to the loss of Pakistan in Kargil war that ultimately led to the decision of privatizing the news media in Pakistan by General ParvezMusharaf as it was felt by Pakistan that PTV was insufficient in tackling the information war (Wahab, 2008).The decision of liberalization of the television news media sphere in Pakistan was

immediately taken after Pakistan Lost the information war with India and was shattered at international arena diplomatically where television news media of India played a major role and the constant denial of war by PTV (Mufti, 2007).

The apprehensions of not granting license to the private broadcasters in Pakistan has been identified by Barraclough (2001) who gave two major reasons the first is the clash of the ideologies and maintenance of moral and social values based on the Islamic ideological beliefs for which satellite television was seen as a major threat and the second is the alternative narrative and competition provided by the satellite television channels from across the border which were seen as a threat to the reliability of PTV as an institute (Wahab, 2008).

The Pakistan television news channels in during the earlier period of liberalization of news media in Pakistan capitalized by taking assistance from India as well as from international news media and within few years a total of 54 satellite television news channels started operating in addition to PTV's six channels catering to the different provinces of Pakistan (Wahab 2008). The growth of television news channels took speed and by the year 2010 there were more than 89 television channels in Pakistan unlike 800 plus in India. At one hand the role of media in a democratic set up was seen as a tool for development in India but privatization of Pakistan television was done in order to bolster the image of the Pakistan especially after Kargil war which was badly hit by the anti- Pakistan rhetoric and its diplomatic isolation by Indian television news media as well at international front. The only solution to tackle this problem was seen by both the government as well as military in Pakistan by privatizing news channels in Pakistan in order to counter the propaganda of cross border. The other reason for opening the licensing was seen as an effort to maintain and project to the world community that Pakistan believes in setting up of democratic institutions and opening licenses to private media was seen as a core step to project the ideals of democracy in Pakistan which was badly hit after Kargil War (Nadadur, 2007). However, the government in Pakistan played a role of a trickster wherein they immediately after privatization of television news media established Pakistan media regulatory authority (PEMRA) with authority of keeping a close watch on electronic media and providing it unconditional powers to keep check on electronic media and whatever freedom was granted by privatization has been curtailed by PEMRA (ibid.). The role of PEMRA in addition to keeping a tab on its content also extended to providing licenses to the television news media that automatically allowed PEMRA to control the mediatized public sphere in Pakistan as any kind of content that was not considered conforming to the ideological notions of the state has constantly being restricted by this regulatory authority. The other major control enacted was that the private news broadcasters were not allowed to become a part of terrestrial broadcast which state owned television maintained its monopoly in this sphere and provided more and more control of the state on news channels (Bilquees, 2008).

Television News and Jammu and Kashmir

The border line perspective and the geographical resonance of Jammu and Kashmir with Pakistan led to the early introduction of Doordarshan in Jammu and Kashmir as Srinagar station was launched on 26th January 1973. The arrival of television as a instrument to revolutionize the notions of space and territory as argued by Volkmer (2003) played its part in Jammu and Kashmir also as at that period television broadcast was terrestrial requiring only antenna and a transmitter to catch signals where Pakistan television signals were more accessible in Jammu and Kashmir than Doordarshan and unlike satellite television with several hurdles in terms of accessing as it requires the subscription charges to operate (Parker, 1995). The Srinagar Doordarshan station so early as the need was felt by the government of India with the inability of Delhi and Bombay broadcast to reach to larger parts of India and specially in border states where television signals from

neighboring countries were more accessible. The states where terrestrial signals were more accessible from neighboring countries included west Bengal, Punjab and Jammu and Kashmir and since Jammu and Kashmir was strategically important and involved a territorial conflict the use of establishment of television station was seen as a necessity to counter any kind of propaganda coming from Pakistan (Menon 1997, p. 91.

The failure of Doordarshan in Jammu and Kashmir was not limited to questions of access and reach only but the magnitude of problem was much bigger and the Doordarshan reproduction and promotion of selected sets of languages, cultures, religions and regions were also a detrimental force in its failure (Mody, 1987). The other reason was the Hindi centric approach in a state with Urdu being an official language where PTV capitalized on its cultural and linguistic advantages and started beaming propaganda broadcast in Jammu and Kashmir aimed at instigating anti- India sentiments like 'Vaadi Ki Aawaz', 'Kashmir Nama' and also 'Kashmir Magazine 'and several other broadcasts aimed at highlighting the human right issues of the people in Jammu and Kashmir and with the ground situation deteriorating with the emergence of armed rebellion in the 1990's the Doordarshan station closed that further allowed Pakistan television in increasing its popularity and propaganda in Jammu and Kashmir.

There were other reasons also connected with the failure of Doordarshan and the rising popularity of PTV in Jammu and Kashmir since the focus of Doordarshan was to create a solitary network where the role of television was seen as a way to generate a certain kind of Public opinion by creating a particular kind of discourse which was seen as an important tool for the perpetuation of politics of Hindu nationalism (Rajagopal, 1993).The censorship on local television news media in Jammu and Kashmir also led to the competition between both the television news media of India as well as Pakistan in Jammu and Kashmir.

Conclusion

There is a difference in the growth of media systems in India and Pakistan as the evolution of privatization in India was a result of globalization in India whereas privatization of Pakistan news media was the result of reaction to loss of Kargil war both at battle ground as well as at information level. The growth of television in both countries effected each other as satellite boom in India changed the dynamics of television growth in Pakistan and the linguistic and accessibility barriers gave Pakistan television an edge in Jammu and Kashmir. The core reason for the privatization of television news in Pakistan is the Kashmir cause which Kargil war acted as a trigger for the decision. The other reason as argued by Kraidy& Khalil (2009) is the similarity of Pakistan television news sphere with Arab media where economic and political pressures played a major role in shift from state owned to transnational networks .Above all both the media systems have been competing for information war in Jammu and Kashmir and with slow growth of television news media and continued censorship in local television news media in Jammu and Kashmir the trajectory in the growth of news media in both the countries have heavily been impacted by each other as growth in Indian satellite television news media changed the dynamics of television news media in Pakistan and border line perspectives of terrestrial signals and access to Pakistan television in Jammu and Kashmir pushed for competitive narratives of cultural dynamics where Pakistan television news media provided rigid competition to national media of India signaling the power of globalization in a democracy and its implications on a mediatized conflict.

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SOCIAL SITES' CONSUMPTION PATTERN: A COMPARATIVE STUDY BETWEEN INDIAN & GAMBIAN YOUTHS

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Abstract

Digital Social Sites have proved their-selves as a podium for youth, worldwide. Mighty Political systems of various countries have been challenged or over thrown by this very media. But paradox is prevailing too. The same media is being blamed to have indecent of irresponsible content. Attempts to have a check on them are being made in various countries including biggest democracy of the world -India. Monitoring system has already begun in various cities of India. Various questions come forth. Would so called 'more disciplined' social media attract more users? Or it could create the barriers in the procession of social sites. Where the future of digital social media lies? To study this, Researchers have made a comparative study between India and Gambia: A Developing Democratic African country, which is having comparative harsher control over digital social media. As per the requirement of topic, researchers used focus group studies involving equal numbers of Gambian and Indian Students. The research indicates that even a minor check on social media puts psychological barrier for the consumption. Youth feel, there is need for regulation as far as some objectionable content are concerned, but this regulation must be controlled by the users only. If else, the social sites would loose their credibility and finally, system will lose a true democratic forum.

Keyword: Social media, social networking sites, youth, India, Gambia, Pattern of social media, Comparative study, focus group study, media research.

Introduction

Social Sites have provided the youth a rare opportunity. Right to speech and expression was always in Free India (Except during Emergency in 1975) and Gambia since Independence. But practically, there was a need of a mass medium, compatible with the psyche of youth. One more reason was responsible for that. New media was offering the opportunity of expression without demanding anything. For News papers, there was the need to be the master of the words. Common youth was confined to just write the letter to the editor that also was bound to be edited. Advent of Electronic media could not provide any alternative. Rather, for a youngster, there were more technical glitches, keeping the drift widen between the media and common youth. But new player in the game i.e. new media came up with novice opportunity. It offered youth to be the master of message, which is meant for them. A dream of different sort of democracy was sown amidst the eyelids. But soon, the honeymoon session was over. To understand this a little backgrounder is needed to trace the progression path of social sites, especially in India and Gambia.

India & New Media

India is considered as Free and fertile land for the growth of any medium since right to speech and expression is guaranteed by constitution of India through Art. 19(1)A). Probably, this was the reason why India joined the network of social sites in its initial days. Orkut was one of the earlier players in India. It did the same, As Friendster enveloped US society. They also shared the future. Both the sites rocketed height but plummeted within years. But there was no scope of any void.

Soon the gap was filled by facebook, which is having one billion member worldwide. And India is one of the biggest contributer in its number of netizens.

But Story of success never remains the sweet only. Digital divide has always been an impediment in India for the growth of new media. But new challenges from the political front are presenting serious threats. In fact, new media's role in Egypt revolution has rung the alarm bell for pro-establishment politicians throughout the world. Even in India, social sites played very important role for creating the ground for Anna movement. Hence media blame the government for having negative approach against social sites in India. *Freedom on the Net grades India* "Partly Free"in 2011. Selective censorship is on the way under the guise of security. What effect it would pour on the future of social sites, it remains to be seen.

Social Sites in Africa

Social sites were matured enough in Africa by the time facebook started and it just had to take the lessons with the past mistakes of other sites to refine their customizations and settings. Afrigator; a south African aggregator of African blogs and news, Zoopy; a you tube/ Flicker like service and Ushahidi; asms reporting and mapping engine from Kenya, were the three sites which captured the International Attention which led to the major investment for them. These sites are said to be the mile stones in the journey of social sites Africa.

At present facebook is most popular in Africa, keeping its world trend. It brought the older relations together and provided an easy connectivity to all classes by using various filters. Other than face book, LinkedIn emerged as an association of professional people accordingly.

But the road was not smooth enough. Africa was having the pockets of internet connection all over the country. Cost factor kept it much specific and limited to some people. Even in these days, though the VSat has connected many remote areas even to the internet yet the problem of terrestrial broadband infrastructure still exists in Africa. This is one of the reasons for what Twitter shut down its international services in continent. But technical glitches are not the only road blocks for social sites.

Gambia is regularly blamed to crush the right to freedom of expression. Various cases can give the glimpse. In 2006 the Gambian police has delivered an unseen threatening order. Police ordered all subscribers to an online newspaper to report to the police. Order unambiguously stated that that every subscriber, who does not comply with the order will have to face arrest. As it was not enough, in 2007 a Gambian new media journalist wars convicted t sedition and was fined USD12,000.

Objectives of the Research

    A. To find out the reasons behind the use of fake identity
    B. Possible impact of monitoring the social sites
    C. Comparative Analysis of Using patterns of Social Sites between India & Gambia

Contribution to the Field of Study

Throughout the globe, two extreme views are prevailing as far as issue of freedom of Social Sites is concerned. One view states there is no need to check the social sites as it will be against the right to speech and expression. Second one believes that social media is creating the anarchy in the name of right to speech and expression. Amidst this it becomes imperative to know the viewpoint of youth

of of two different regions. Their experience and views would through the light on the possible ways to deal with the situation.

Review of literature

Social Media has put the society in dilemma. On one hand data disclose that use of social sites is registering the robust growth day by day. In U.K, Mintel, renowned market intelligence co., came up with the finding that age group of 16-24 is having maximum media exposure. 50 percent of this age group admitted to have the television on as background noise**. (Youth Media Consumption Habits - UK - October 2010, 2010) (Rebecca McGrath, 2016)**

Prior to it, MTV's 2008 Young Universe Dossier conducted a research on 8 million youngsters in 9 Brazilian cities. It covered 49 million young people across the country aged between 12 and 30 from the upper, middle and lower classes. The research states that Internet is regarded the most convenient way to get in the know, the one with the best information content and the closest to people of its generation..(Cunha)why this new media is gaining the popularity, a research was conducted by the Department of Journalism in California Polytechnic State University. Researcher Jayne Scunciofound : The inherent dialogic nature of new media gives them the ability to function as a communicative Web device. It provides the ability to connect and communicate with consumers in a more personal and informal way.

But there is flip side of the coin too. Researches state even the internet users are not completely relying on it. Discussing the latest findings of PEW's research, Lee Rainie, director of Internet, Science and Technology research at the Pew Research Center states that 40 percent US citizens believe on the news presented by News organizations while only 4 percent rely on the news received from social sites.

So what the readers are actually doing with this platform. Global Web Index report gives the answer. It's survey responses about how people spend their time on social media sites. For Twitter, Facebook, and Google+, the report found the following:

- The most popular activity on Twitter is reading a news story
- The most popular activity on Facebook is clicking the "Like" button

But is is going to alter the shape of future media. Are the social media content is credible enough or Is liking and reading are really 'innocent behavior'. Researchers are having doubt over it.In a research article of PEW "The Future of Free Speech, Trolls, Anonymity and Fake News Online" LEE RAINIE, JANNA ANDERSON AND JONATHAN ALBRIGHT find" Many experts fear uncivil and manipulative behaviors on the internet will persist – and may get worse. This will lead to a splintering of social media into AI-patrolled and regulated 'safe spaces' separated from free-for-all zones. Some worry this will hurt the open exchange of ideas and compromise privacy.

However it is also true that there are many worlds within this globe. Print and other media may have serious challenges in US, but in India it's success graph is registering upward growth. , Indian Institute of Mass Communication conducted a survey, which revealed the fact that in India replacement of newspapers by the internet seems to be more of a distant prospect. Newspapers and Internet are partners in an alliance which would help each other in mutually reinforcing their own readership base.

Contrary to Global trend behavior of Indian youth is different. It is relying on social media for news too. Fortis healthcare has conducted a study on the behavior of online presence, likes and dislikes and stated that in India, youth believe the social media for news and other related activity. (Parikh)

Keeping in view the findings of above mentioned research there is a need to the using pattern of Indian Youth. comparative analysis with another country will through the better light on the nuances of 'Indian pattern', if it really exist.

Research Design& Methodology

Researchers adopted the focus group study as it's an appropriate methodology to deal the issue. It helped immensely to delve into the perceptions, opinions, beliefs, and attitudes of African and Indian youth for social sites.

Four groups were formed, each comprising of eight students with equal participation of African and Indian ones. Among the respondents, the male and female ratio was equal i.e. 4:4 out of 8. They all were undergraduates. It was well ensured that all the persons were having their laptops and internet facility 24*7 (Wi-Fi or through other means).

Findings of Focus Groups

What is the difference in using pattern of both the countries?

90% of Gambian students give their nod on using social sites regularly. While ten percent of them share that the use of it once in 3-4 days. Indian students are agree they go to social sites. One of them says that she is not having any social site account since it could capture all of my attention.

Gambian students say that they open e mail account first. They go to some other informative sites and then social sites. Indian students admit that they open first Facebook and then they surf other social sites or websites.

Gambian students' time consumption on social sites varies between 30 minutes to 2 hours in a day. Indian students' average time consumption on social sites is 4 hours in a day.

Why they use fake identity?

- On use of fake identity, there is a mixed opinion of Gambian students. Some of them promptly denied of using it while some have given their nod to use it. One female student says' we feel fake identity helps us to disclose and discus very personal facts. 'We get more honest opinions, if you are stranger on social sites'. One quipped, others agreed.

The opinion of Indian students was almost on the same line. They accepted frankly of using the fake identity. One of them says 'It's just like a time pass.'

Other says 'Fake identity can disclose many interesting things about others but it keeps ourselves stranger to them'. One of them says 'fake identity gives a platform for open free interaction without revealing the identity of the user.

-'Whether the quality of **Content or its language is ethically right'**. There is a great difference between the opinions of Gambians and Indians on this issue. They admit 'violent' words are in fashion' in comparison to vulgarity. Almost half of the Gambians feel that social sites are the open medium to express and ask. Issue of the language is meaningless. It should not be checked under any circumstances, if it will be so; the reason of its origination become ended which is actually in

the route of democracy. While other 50 % of them believe that discipline is necessary on these sites too. There should not be any such a content which can generate the feeling of animosity in society.

On the other end, All Indian participants agree on the issue of quality and language of content. Abusive language is bigger problem in comparison to violent words. One of them says that 'Sometimes we speak beyond limits and use abusive language. We become over expressive and hardly attach any respect to any chair, may be political personalities or any other dignitaries.'

If, social sites' content is started to be monitored, Will you continue with them ?

50% of Gambians reacted and expressed their anguishes on this by saying 'if it happens we will prefer to quit from social sites. 'While other 50% say 'we will continue there even after monitoring starts'.

Indian students' opinions were divided on this point. Fifty percent don't bother about monitoring. While 50% are in dilemma what will they do if social sites if it is monitored.

If rough and unparliamentarily language attracts you? On this Gambians express their consensus and say Yes. They collectively agree that rough language fetch people towards the post, links or any other content. One of them says that 'Sophisticated words may be ignored; it might be possible that we don't pay our attention on them. But we never forget that person who abused us ever. Same here on social sites to get attention people are using this type of language increasingly. '

Indian students' opinion varies over here. One of them promptly responds 'No I will never go through that link or post which is having any rough sort of language.' However, all Indians agree that too find content having abusive language on their wall. One says 'It creates an automatic curiosity in our mind and we go through once at least with that. '

Why the use of abusive languages is occupying the place on social sites so increasingly?

On this Gambians gives many reasons. One of female students says 'Just to pore out frustration, people use this sort of language.' Other student says 'It happens when people fetch out there personal issues over social sites, they forget its social sites and issues should be here social only .Other utters 'social sites are a very easy platform to defame anybody as there is no need to prove yourself. She added 'You cannot use any kind of defamatory content neither verbal nor libel on electronic or print media as there is a need to prove that but social sites open the door to express openly without using any filter.'

Indian students give some other reasons. One of them says 'one use this just to get notified, means for sake of publicity.' Other states ' In India, though we are claiming for the largest democracy but parallel to this we are having many problems like corruption, Black money etc. Due to which the dissatisfaction towards the system has been developed, and to show this dissatisfaction people adopt this kind of rough language'. The other one says 'Due to our personal grudges we do this'.

If, there is hesitation to comment on political issues. One of the mass communication student said that any political comment, which govt. 'feels' defamatory can put you behind the bars. However they are agree that only a few incidents have happened of this nature but it has put psychological check on their e-communication on political issue. One Gambian student marked the comment 'Democracy in true senses is not there, it is not safe to comment direct on political matters. If you do so you would be arrested. It happened in past. However Indian students are quite frank to comment on political issues. They feel that social sites are the best place to raise your voice in a democracy.

Data Interpretation & Analysis:

- Discussion indicates that dependency of youth on social sites are at hike. Being more concerned towards their development, Gambians use the new media in more focused manner. Probably that's why they first check their email account than they come to social sites, where one interacts with the entire social group. However, It could also be said that Gambians are adopting a little stereotype method for connectivity with the world : First email than Social Sites. On the other hand Indian are doing just the opposite, enjoying their experience with the new media. Undoubtedly there are exceptions, just like the Indian student who despite the facility of e mail connectivity is not willing to have a social site account, just for academic reasons.

- Results also indicate there are different type of dependency traits in social sites. Indian youth, experienced in the media, are investing more time. While Gambian students still prefer on personal connectivity instead of social sites.

- Discussion point toward the situation that social sites are passing through a paradoxical situation. On the one hand they have to provide a space where everyone is having the opportunity to express him/her up to the extreme level. On the other, for being 'social' they are expected to have a control over them. Here, begins the contradiction

- Discussion indicates Gambian students are averse of passing political comment due to fear factor: some one may watch them. Even a few incidents to punish the bloggers in Gambia, is enough to put a mental block for expressing political thoughts freely. On the other side, Indian students are willing to use the media as democratic weapon. Population wise Indian youth have become the most powerful section of society. Economically, they are having more opportunity than their parents had, when they were youth. But in political circle, they feel, their voice remains unheard. This seems one of the reasons of outcry of youth in social sites.

- As far as abusive language is concerned, it seems a social phenomenon. Almost all the media of mass communication in India are using rough language. Even after the existence of censor board, films songs purely based on the abuses are getting popular. Gen Z is untrained as far as sophisticated language is concerned. They are worried only about their feelings which are not any how Xerox copies of anyone else. Again there are -psychologically abusive langue is also related with the phenomena of Catharsis. It seems suppressive feelings for long are turning up in the form of abusive language in social sites. However, it is true this complicates this condition for those, who are the advocates of status quo. Gambian Students are concerned they are averse of abusive language in comparison to Indian youth as far as social sites are concerned. But they are using more violent words in social sites. It seems socio political unrest in Africa especially tribal clashes is responsible for it.

- Discussion also reaffirms one more paradox. Content using the abusive language, catch more users. However on ethical note neither Indian nor Gambian students are its supporter.

- Fake identity is again a complicated issue. Administration has apprehension that this fake identity might be used against the system. But neither Gambians nor Indian participants say that they use fake identity as a political tool. As pointed out Indian users dare to comment politically as they are willing to enjoy their right to speech and expression. While Gambian students rarely show any interest in political happening. Youth often prefer fake Identity

either to express their selves or to delve into their peer group. Although it could not be said ethically right, but often its motive is not to hurt anyone.

- As the fear begins that some one is peeping in, free expression is getting affected. Social sites developed due to feel of free space. If sense of freedom evaporates, attraction of social sites could also suffer. Both African and Indian are of the view that content monitoring is needed but it should be from within. It looks netizens are not against the idea of developing a code of conduct but they are very much against that any other authority control them. In this case a major section of netizens may leave the medium.

Conclusion

Research shows that across the world youth feel in 'Highly regulated' system social sites may suffer badly. Even the fear that someone is 'peeping in', can create the damage. Youth believe, Fake identity is not always used for ill motive. Instead, in many a cases most of the cases it is being used for having a feel of freedom of speech. Use of improper language must be criticized , but Netizens are willing to have a self control mechanism but not at the cost of freedom of speech. However, issue of national integration of communal harmony could not be compromised.

Suggestions for Further study

 Researchers attempt to see the trend of usage of social media networking sites. Different culture, different geo-political and social situations crate different set of behavior. But aspirations of youth are almost common in all over the world. It would be suggested to conduct continuous study to find the behavior trends in different part of the world.

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SOCIAL MEDIA CRITICISM IN RESPECT TO AUDIENCE EXPOSURE
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Abstract

In the world of gadgets and progressive technology, we all have succumbed to social media platforms at least once. The choice wasn't particularly ours but we all somehow continue to be a part of this globally connected world of the internet. Every platform is serving more or less the same purpose of communication and expression with certain different elements according to the target audiences. Certainly, the two-way interaction has increased but it also comes with unclear negatives.

This paper showcases social media platforms in critical light, specifically pointing to the disadvantages of this addiction. From social validation to privacy issues, users have been through varied complications but certainly have been dedicated consumers. Highlighting the psychological disturbances and unnecessary content creation, this paper analyses how quickly users are habitual to these sites without realisation.

Audience exposure is taken into account with understanding of all aspects, from content creation on social media to its selling of information, generation of fake news to active political celebrities influencing millions through a single tweet. Paper will provide a picture as to how Facebook, Twitter, Whatsapp and others are ruling our lives at the same time disseminating our private information and personal data to advertisers for easy money. Amidst the healthy discussions and two way communications, social media also risks our safety which has been clearly mentioned in the paper.

Keywords: Social Media, Audience Exposure, Facebook, Twitter, Instagram, Whatsapp

Introduction

Social media has been an obsession in the 21st century and in this paper we will discuss the negatives of the same. From Facebook, Twitter, Instagram to Tumblr and Whatsapp all users estimated to be 2.46 billion users. Facebook tops the list with 2.2 billion monthly active users. With the rapid scaling and constantly adding members, all these platforms essentially focusing on communication, now are being used for various activities including advertising, business promotion and community development.

In 2017, Facebook had 2 billion monthly active users and its cousins, Facebook Messenger and Whatsapp to share 1 billion active users. According to Comscore (2011) about 90 percentages of U.S internet users visit a social media platform every month. Focus on social media seems unavoidable, as 73% teens are using it and research shows the attachment between children and screens will become impossible to break in next 20 years.

One of the defining phenomena of the present times reshaping the world as we know it, is the worldwide accessibility to the internet. The lovechild of the World Wide Web is social media, which comes in many forms, including blogs, forums, business networks, photo-sharing platforms, social gaming, micro blogs, chat apps, and last but not least social networks. The power of social networking is such that, the number of worldwide users is expected to reach some 2.95 billion by

2020, around a third of Earth's entire population. An estimated 650 million of these users are expected to be from China alone and approximately a third of a million from India. The region with the highest penetration rate of social networks is North America, where around 60 percentage of the population has at least one social account. As of 2016, 78 percentage of the United States population had a social networking profile.[1]

Awareness about cybercrime, online harassment and stalking has been discussed several times but still 40 percent of users are unaware. Hacking of profiles, sharing misleading information, decanting your images and information can have long term adverse drawbacks. 27,482 cases of cybercrimes reported in 2017 as reported by Times of India and one attack in India every 10 minutes.

Although "online harassment" is often used interchangeably with the term "cyber bullying," it is actually a different entity. Current data suggest that online harassment is not as common as offline harassment, and participation in social networking sites does not put most children at risk of online harassment. On the other hand, cyber bullying is quite common, can occur to any young person online, and can cause profound psychosocial outcomes including depression, anxiety, severe isolation, and, tragically, suicide. [2]

As in 2012, scientists claim that 350 million people suffer from this condition. The study, "Facebook a more powerful addiction than alcohol, cigarettes" (2012) reveals that the pull of checking one's Facebook page can be more powerful than addiction to alcohol or cigarettes. As in 2012, scientists claim that 350 million people suffer from this condition. The reason cited by FB addicts has been:

i) The urge of human interaction and the ease of it through FB/twitter;

ii) Getting a message on FB/twitter is exciting since it feels like someone is interested in "me".

A study by University of Chicago Booth School of Business states the desire to frequently check your social media sites, such as Facebook and Twitter, among other social networking sites, can lead to a stronger addiction than those who are addicted to alcohol or cigarettes.[3]

Thousands of businesses engage into social networking to approach and communicate with potential clients, this can be a distraction for employees who are more focused on the postings by their peer groups rather than work. Wired.com carried out two studies which confirmed damage to efficiency and productivity of employees caused by social networking: Nucleus Research reports that Facebook shears 1.5% off office productivity while Morse appealed that British corporations lost 2.2 billion per year to the social networking phenomenon.

Through evidently engaging in social media activities, masses our losing their real-life conversations. A deceitful sense of connection and belongingness provided through these networks works against the reality and people are keener to develop relationships over the internet rather than

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[1] Statista.com – Number of social network users in selected countries in 2017 and 2020, Nov 2017
[2] Hinduja S. &Patchin JW, Bullying, cyberbullying and suicide, 2010
[3] ShivaniArora, Social Networking – A Study of Indian Youth

in real life. The likes, comments and various activities on these platforms provide a feeling of closeness to the online space and people are thus forgetting the real interactions. An HP Lab's scientists studied and claimed that mostly all users are likely to change their ideology and perception according to the majority amongst their online friends. Peer pressure constantly dominates an influence on users; people hesitate in establishing an opinion because of the criticism and harsh comments which might follow with them.

Women Health's online reveals some interesting facts of viewing social media content. After watching food related images and videos online, the women felt hungrier and were determined to overeat. This content triggers a part of your brain and compels you to indulge in the same activity.

A 2015 study conducted by the University of Missouri found regular use of Facebook could lead to depression if the site triggered envy in the user. One of the professors conducting the research said, "If it is used... to size up one's own accomplishments against others, it can have a negative effect." A 2010 Case Western Reserve School of Medicine study showed hyper-networking (more than three hours on social networks per day) and hyper texting (more than 120 text messages per day) correlated with unhealthy behaviours in teens, including drinking, smoking and sexual activity. Hyper-networking was also associated with depression, substance abuse, poor sleep patterns, suicide and poor academic performance.[4]

Criticism in respect to audience exposure

1. Social Media Addiction

The urge to constantly check your twitter or Facebook has been considered a problem but these actions are backed with psychological facts and many researches have been carried out to prove the same. Harvard University recently studied evidence on the popularity of social media and addictiveness. The results conclude demission of pleasure chemicals as one starts disclosing self-information online. This chemical is identical to the one we sense while eating food, involving in sexual activity or receiving money. This feeling is additive and self-rewarding which not only compels a person to share their information online but also agreeably wait for validation by group of friends and similar be interested in their lives as well.

Neuroimaging studies have clearly shown the portions of the brain that are involved when engaged in social media. Social media engagement has been found to trigger three key networks in the brain – the "mentalizing network", the "the self-referential cognition network" and the "reward network".

- The mentalizing network : Dorsomedial prefrontal cortex (DMPFC), temporoparietal junction (TPJ), anterior temporal lobe (ATL), inferior frontal gyrus (IFG), and the posterior cingulate cortex/precuneus (PCC);
- The self-referential cognition network: medial prefrontal cortex (MPFC) and PCC;

- The reward network (ventromedial prefrontal cortex (VMPFC), ventral striatum (VS), and ventral tegmental area (VTA)).[5]

Certain aspects of social media usage which indulge a person with the logic of mental wellbeing are:

Fear of Missing Out (FOMO) – Dr. Stephaine Rutlege explains this phenomenon to be wired with our brain for collaboration, comprehension and managing shifting alliances. Major users of social media website belonging to age group under 30, still establishing career paths, personal identities focus on the necessity to be social. They notice people doing something excluding them and that's what triggers this social behaviour.

Social Validation – Validation is through a Twitter "Favourite" or Facebook "Reaction". These social signs of our peers liking us not only boost confidence but leaves us craving for more attention. Humans intensify these activities in order to strike the right impression on their acquaintances.

Social media comparison in correlation to self-esteem: After the validation, one feels the necessity to improve their social profile each day. This is mainly due to comparison with peers which directly impacts a person's self-esteem.

Social media addiction is based on the number of time you feel the urge to check your phone for updates, time spent on these avenues and also how frequently you plan things for social media or track your moment. 72% adults using social media sites on an average spend 24 hours a week online.

According to a new study from UCLA, when we need a mental break, that's our brains craving social interaction. "The social nature of our brains is biologically based," said lead researcher Matthew Lieberman, Ph.D., a UCLA professor of psychology and of psychiatry and bio behavioral sciences. "When I want to take a break from work, the brain network that comes on is the same network we use when we're looking through our Facebook timeline and seeing what our friends are up to."[6]

The researchers displayed photographs of varied people to participants, similar to those regularly posted on social media. Every picture had a caption related to physical attributes of the person or expressing the feelings of the person at that particular moment. Participants who were looking at the pictures with emotional captions experienced numerous activities in their prefrontal cortex, implying creation of a social connection with the person just by gazing at the photograph. They found similar pattern of brain behaviour of people on a mental break, leading them to the conclusion that we're wired to pursue other people whenever sitting idle.

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[5] SurenRamsubbu, Huffingtonpost.com – Biological & Psychological Reasons for Social Media Addiction, 13th Mar, 2017
[6] Rebecca Danielle Schenider, What's the Science Behind Social Media Addiction, Sept 15 2015

2. Advent of Social Media Content and Companies

Business and click bait systems need no introduction to the social media platforms. Various online portals like Buzzfeed, Huffington post, Scoopwhoop, Story pick and others are relying on social media attention. They develop varied content keeping in mind the online audiences and earn simply through advertisement on the websites.

Regardless of the positive reporting content seldom posted by these sites, there is a clear picture of entertainment news and listicles which aren't benefitting audiences largely. Few examples of such articles: ABC actor is currently vacating in Prague, 10 points proving if your boyfriend is into you, 10 tricks to gain social media followers to state some. All these soft articles are for engaging young audiences and providing small moments gratification.

Former Facebook executive Chamath Palihapitiya told business students at Stanford last month that he feels "tremendous guilt" for his role in developing the global social network. "We . . . created tools that are ripping apart the social fabric of how society works," he said. "The short-term, dopamine-driven feedback loops that we have created are destroying how society works. No civil discourse; no cooperation; misinformation; mistruth."

"Fifteen years ago," writes Taylor University professor Zack Carter in Psychology Today, "if you were to take your Nikon CoolPix camera . . . and begin taking photographs of yourself, sending them to your friends and family every day, you'd be labeled some sort of a lunatic." But with the spread of smartphones, selfie culture has become ubiquitous. The obsessive posting of self-images has turned millions of internet users into the paparazzi of their own celebrity.[7]

It connects us to the people who matter to us and at the same time also fills our newsfeeds for us to be aware of the happenings in our environment. Moreover, it also allows us to give voice to our opinions and share them with others who might hold the same view and appreciate it. Up to this point, things seem to be fine. But things went awry when people started the trend of trolling users who did not share their opinion.

Now it has grown so much that people seem to think it is alright to threaten someone, scare them if they raise their voice, and not only be abusive, but attach to them a tag or a label that is assumed to be right. But why do people have to be ashamed of the sides they take, irrespective of how wrong their opinions may appear to us? What probably started with the online trolling of celebrities and public figures, has changed tremendously with people now able to target a whole university through it.[8]

Amidst all these articles, social media trolling is trending like never before. The world of *memes* has created a massive impact on the users and these "relatable quotes" apparently share no information and substantial content, it is mere personal jokes. Such activities have somewhere decreased the

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[7] Jeff Jacob, Bostonglobe.com – Social Media Turns Us into the Paparazzi of Our Own Celebrity, Dec 16, 2017
[8] Rekha Rani, Youthkiawaaz.com – How Abusive Trolls are Ruining An Otherwise Great Tool – Social Media, July 28, 2016

availability and readership of better content in terms of knowledge. Users enjoy these scandalizing and soft content and so the publishers.

3. Privacy Concern

The number of people constantly sharing their personal information over the internet through social media platform is in billions. With professional sites like Linkedin, where in your hirer is requesting a decent Linkedin profile, it is mandatory in today's day and age. These markets are surviving on the data provided by us, through various modes of communication, analysing it to study markets, building new business models and approaches.

According to Consumer Reports' 2010 State of the Net analysis more than half of social network users share private information about themselves online, opening themselves up to a variety of online dangers. The key findings of the report include the following:

- 25 percent of households with a Facebook account don't use the site's privacy controls or weren't aware of them.
- 40 percent of social network users posted their full date of birth online, opening themselves up to identity theft.
- 9 percent of social network users dealt with a form of abuse within the past year (e.g., malware, online scams, identity theft or harassment).

Nowadays, hackers prowl the social media networks looking for victims. They tend to use the shortened URLs like those which are created with bit.ly. They use these shortened URLs to trick their victims into visiting harmful sites or to inject viruses into their computers or mobile phones. Hackers also use spyware which they can easily install on your mobile phone, laptop, iPad or/and computer remotely via downloads, emails, shortened URLs or instant messages. The spyware gives the hacker information about the passwords you use on your social media networks and other accounts which you access online. The simplest way to avoid being a victim is to never click on links unless you're sure of the actual source.[9]

"People giving contact lists, they're not doing anything wrong," he says. "You are their friend. You gave them the e-mail address and phone number." Most of the time, you probably want to stay in touch with the person, possibly even via the social media site. But the social network then has that information — whether or not the owner of it wanted it shared. Social platforms' ability to collect and curate this extra information into what are called shadow profiles first came to light with a Facebook bug in 2013. The bug inadvertently shared the e-mail addresses and phone numbers of some 6 million users with all of their friends, even when the information wasn't public.[10]

According a research in 2010 North-eastern University, researchers formed an algorithm to determine an individual's confidential attributes by scrutinizing the one information which people tend to leave unprotected even after strong privacy concerns: friend list. Evaluating the algorithm,

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[9] Sam Cohen, huffingtonpost.com – Privacy Risk with Social Media, Nov 17, 2017
[10] Bethany Brookshire, sciencenews.com – On Social Media, Privacy is no longer a personal choice, August 24, 2017

researchers were able to conclude numerous personal qualities merely from friend lists, ranging institutions of graduation, schooling, hometown and other relevant data.

Facebook is clearly the company most affected by the Cambridge Analytica data sharing scandal, but that doesn't leave other social networks completely unscathed. Twitter has confirmed to Bloomberg that it sold public data access to researcher Aleksandr Kogan's GSR, the firm whose quiz app collected data from millions of Facebook users without their consent. GSR paid for one day of access in 2015, Twitter said, and scooped up a "random sample" of public tweets covering a period between December 2014 and April 2015. Twitter added that it "did not find any access" to private information.[11]

The concept of third party sourcing has evolved through social media. Our information from communication with friends and families to location is all shared by media sites to third parties to advertise better and target the right products. Advertising is harmless but understanding that your personal information is being monitored can create unknown problems. Google utilizes information uploaded on Gmail, your search history to advertise and make money. Facebook sells your friend list, likes and dislikes, age and other relevant data to simply surplus its profit.

4. Fake and Duplication of news

Whatsapp journalism is an emerging term in the world of fake news. These news can be different things at once, a simple mistake, an intentional agenda or just a deviation from the actual news. Social media is famous for creating such rumours and apparently are taken seriously by the eminent media houses and debates are happening of "how was this news created". Despite being fake news, they somehow grab the attention and are created into real news. It is a twisted concept but is charged with propaganda.

When U.S. President Donald Trump began crying "fake news," and prime time news slots in India began to hold debates on photo shopped WhatsApp forwards, we knew post-truth times had truly arrived. But as is the nature of governments, it took some time for the arrival of fake news to register with the government of India. On April 2, India's Ministry of Information and Broadcasting (I&B) woke up to the "increasing instances of fake news in electronic and print media" in the country, and released a circular announcing amendments to guidelines that the Press Information Bureau (PIB) follows while granting accreditation to journalists. In less than a day's time, the circular was withdrawn at the direction of Narendra Modi's Prime Minister's Office.[12]

Scandalised websites creating sensational headlines and are desperate for clicks in order to generate click bait money. People clogging up internet with "good morning" messages on Whatsapp are the ones who mistakably peddling fake news and start sharing it without properly checking the facts and sources.

Of the 3.4 billion people with access to the internet, 42% live in countries where governments employ armies of "opinion shapers" to spread government views and counter government critics on

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[11] Jon Fingas, engadget.com – Twitter Sold Data Access to researcher in Cambridge Analytica Scandal, April 30, 2018
[12] Alisha Sachdeva, thediplomat.com – How Fake News Spread in India, April 09, 2018

social media, as per the Freedom on the Net 2017 report. So far, the only solution to prevent rumour mongering in "sensitive" areas in India has been blocking social media sites and suspending internet services. There have been nearly 40 information communication technology (ICT) shutdowns ordered by local authorities, some lasting several months in Jammu and Kashmir, as per the Freedom on the Net 2017 report. [13]

In addition to this, journalism is counting on Twitter for content. From the US President Donald Trump to PM Narendra Modi, every celebrity is intelligently utilizing social media to not only advance their public relations but providing national and international news. The case of Donald Trump boycotting media right after winning the elections is exceptionally famous. Besides this, he started taking out personal vendetta against various organisations and journalist over this tweets. Being at an influential position and utilising social media can have a negative impact on the audiences. Certainly, there is no proof of anything just a public figure ranting out on media which causes conflicts in the users head. It is a propagandistic approach which viewers might fail to realise.

5. Social Reality

Social media provides us a platform to create an image for ourselves for the people. We have the ability to edit or manipulate it for varied reasons. This creates a false image or reality of ourselves and because it is a better version of our original self, we tend believe it. It increases our feelings of self-worthiness depending on the number of likes and followers.

Bob Sorokainch believes "Ultimately, Facebook is a narcissistic playground where the best, the funniest, the most charming aspects of our lives are publicized and the boring stuff, the beige that is most of our daily grind almost never gets posted."

Social media has become extremely relevant in promotion yourself and your brand which requires creating and maintaining an online image which is attractive. In today's world of impression, not only platforms like Facebook and Twitter but professional sites like Linkedin are crucial for maximizing career opportunities. Thus, the idea of promoting an ideal image in comparison to the real image is more acceptable to online world. The ideal version of a person is "how they feel they should be" and the real version is "who they really are" and their online profile is a conflict between the two. In order to constantly portray a side of their lives, not only people fade out of reality but soon start developing a habit to showcase more often to public which can have a mentally negative impact.

Impact on Physical Heath

Social media can directly impact physical health. This is usually associated with the way you use it. For example:

- Carpal Tunnel Syndrome: If you do too much keying, you may experience problems that affect your hands or wrists. There are also specific problems associated with keying on

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[13]Nilesh Christopher, enonomictimes.indiatimes.com – Is There a Case for Penalizing Fake News, March 07, 2018

mobile phones, which can strain the tendons of your fingers. These problems aren't all caused by social media. It can just as easily be caused by having to type term papers for school or reports at work.

- Eye problems: You can get eyestrain from staring at screens for too long.
- Fatigue: This is another symptom of overusing social media. If you're staying up too late posting on Twitter of Facebook, you may be losing valuable sleep.
- Lack of exercise: Social media can cut into time you might otherwise be spending outdoors or exercising.
- Distraction: One of the most dangerous potential consequences of social media addiction is driving while being distracted. As recent stories have confirmed, you can even get hurt texting and walking.

The above are harmful effects that aren't caused by social media per se, but by overdoing it or being online or texting while you should be concentrating on something else. Some of these, of course, also apply to activities other than social media, such as texting on the phone, writing emails or browsing internet sites.[14]

Conclusion

Social media has been and will continue to evidently impact our lives in various ways. One has to distinguish between the reality and constructive reality. It is important to understand these key issues to utilize the maximum out of these networks and not be a mere puppet in their hands. For better privacy, one is recommended to not provide their full name to any sites for cutting down duplication of profile and sharing of personal information.

Definitely, these online social spaces have demerits but if used careful, they can be helpful in the overall growth of the person. Social media addiction is a massive problem and according to researchers it will expand itself over the years. We need to aware ourselves and our coming generations to use it as a medium for connection and not obsession.

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UNDERSTANDING SOCIAL MEDIA NETWORKING THROUGH THE THEORETICAL PERSPECTIVES OF SOCIOLOGY

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Abstract

The scholars in the field of mass communication and sociology have examined the evolving role of mass in media in a society from the classical theoretical perspectives of functionalism, social interactionism, and conflict theory. Each of these sociological perspectives has reflected strong relevance in the media theories that evolved since the beginning of functionalist traditions in mass media studies by Harold Laswell and Paul Lazarsfeld in the first half of 20th century. What is interesting is that with the advancement in mass media technology and the emergence of digital media technology, these theoretical perspectives of sociology have reinvigorated their relevance over the period of time. These social theories continue to remain relevant in current times of advanced digital media communications, especially social media networking. This study moves beyond the sociology of traditional mass media and will discuss the relevance of above theoretical perspective in the present context of rapid internet-mediated human interactions viz a viz social media networking.

Keywords: Social Media, Mass Media; Surveillance, Correlation, Transmission, Entertainment, Mobilization.

Introduction

Media plays a central role in mediation and transmission of culture, opinion, and information in thecurrent era of the highmedia-saturated world. The mass media's relevance in a society has been fundamentally studied under the three sociological perspectives of functionalist theory (Laswell,1948; 1960, Lazarsfeld&Merton,1948), conflict theory (Chomsky, 2002; Gramsci, 1971; McLuhan, 1994),) and symbolic interactionism (Blummer,1969; Spencer, 1991).The sociologists since early twentieth century took a keen interest in understanding the relevance of media as an integral institution in a society. The scientific research in media studies began with administrative research conducted by Paul Lazarsfeld (1948) that initiated the era of the functionalist approach to studying mass media's role in society.

The functionalists like Talcott Parsons (1991) recognized media effective tendencies to play an effective integral role in adaptation, integration and reinforces moral order in the society. The conflict theory that finds its roots in Marxist ideals of power, domination and class conflict perceive media as agency employed by the dominant class that controls the production of media content and used it to impose and promote desired culture and ideology in a society (Herman & Chomsky, 2010). The conflict theorists argue that mass media reflects and projects elitist views undermining the majority working class, the passive audience. The third and final sociological perspective of symbolic interactionism has developed mainly from the cultural studies of Sociology during 1980's and 1990's. The prominent Interactionist theorists like George H. Mead and Herbert Blummer argued that the audience interpret the media content themselves and derive their own meaning from the content they receive (Blummer, 1980). The Interactionist approach to mass media considers audience as active and responsive while engaging with the media content. This study will try to move beyond the sociology of traditional mass media and will try to discuss the relevance of above theoretical perspective in social media networking in the present context of rapid internet-mediated human interactions.

Functionalist approach to Social media

The functionalism is one of the major theoretical perspectives in sociology which envisages that society as an organism in which each integral part functions towards the stability the society (Durkheim, 1893). The functionalist approach to understanding the social phenomenon originated from Emile Durkheim, a pioneer in the field of sociology and social order. The theory was later developed by eminent theorists like Talcott Parsons (1991), Herbert Spencer (1971) and Robert K. Merton (1996). The functionalist theory of sociology explicates on the phenomenon as how the constituent interdependent social institutions of the society perform their individual assigned functions necessary for the existence and progress of the society.

Mass media being one of the primary social institutions in a society has also been understood from the functionalist approach of the sociology. Harold Laswell (1948) was one the first communication theorist to develop the framework for media functionalism in his seminal paper in 1948, titled *"The structure and function of communication in society"* in which he identified main functions that mass media performs in a society. The American sociologist Charles D. Wright (1960) contributed to the theory of media functionalism by explicating on the 'entertaining' role of media in the society through comics, films,and entertainment programmes. There are five main functions of mass media in classical functionalist approach to mass media; surveillance, correlation, transmission, entertainment, mobilization.

In the parlance of social media functionalism, the idea how technological driven social networks contribute towards the smooth functioning of a society by facilitating instant human interactions, cultural transmission and a source of leisure. The social media networks help develop connections among the members, thereby contributing towards the integration in a social order.

The classical functionalist theory of mass media proposes manifest and latent functions of media in a society first propounded by Robert K. Merton (1968). This functional approach can be extended to the operational involvement with social networking sites. The obvious manifest functions of social media are based on idealist norms of communication like; connections with family, friends, and other acquaintances. The manifest functions of *Facebook* are that it allows users to interact and share posts, photos,and videos with friends and help build connections with likeminded people available on the network. The latent functions of social media include alarge amount of information and interactions being used by the law enforcement department to devise policies and keep a check on unlawful online activities. Moreover, the social media users can reconnect with lost offline relationships and friends which recognises the latent functions of social media.

Latent function

The latent functions of social media can be understood from the fact that the governments and law enforcement agencies across the globe engage in tapping the information on social media networks to prevent crime, track suspects and sabotage the anti-state political mobilizations. The recent years witnessed crucial issues of mobilization (for example online protests during Arab Spring), hate speech, provocative viral videos across social networking sites. The security and law enforcement agencies often respond by monitoring the social media content online in order to neutralize the negative or provoking posts and comments.

Cyber policing in India

Under the aegis of NASSCOM (National Association of Software and Services Companies), the Mumbai Police Department in 2013 developed the first media lab in India to monitor the flow ofinformation and interactions on social media sites like Facebook, Twitter, and YouTube

(*Mumbai Police goes social to know public mood*, 2013). In 2016, the National Security Council Secretariat (NSCS) proposed that a National Media Analytics Centre (NMAC) be created to keep the monitor and analyze round-the-clock blogs, web portals of TV channels and newspapers, and social media platforms such as *Facebook*, *Twitter*, *Instagram* and *YouTube* (Ranjan, 2016). According to the proposal, NMAC through its advanced software would classify the tone of social media posts (pictures, text and videos) into three categories; positive, negative and neutral. The DRDO (Defence Research and Development Organisation) in 2016 through its advanced lab, Centre for Artificial Intelligence and Robotics (CAIR) developed NETRA ((Network Traffic Analysis), a monitoring software for the Intelligence agencies of the country to intercept, analyse and filter the social interactions through internet (Sinha, 2017). In the times when there are consistent debates going on in India regarding the issue of government surveillance and right to privacy, the security agencies are persistently making effective use of social media networks to monitor online interactions and user activity. In August 2017, amid heightened controversy on the issue of privacy and government surveillance in the country, a nine-judge bench of the Supreme Court unanimously passed the historical verdict, validating the "Right to Privacy" as a fundamental right under *Article 21* of the Indian Constitution (Mahapatra and Choudhary, 2017).

Social media dysfunctions;

In the classical functionalist perspective of media, the media theorists like Merton (1968) found it complicated to have a linear understanding of ideal media functions and argued that the media processes across communications channels exhibit strong tendencies of dysfunctions that might be counterproductive to social order. The functions of media might be good for one group but at the same time might have dysfunctions for another group (audience) in the society or the content might be read in an antagonizing meaning and interpretation by the other users. According to Merton, dysfunctions are those consequences of media content that lead to instability and ultimately change in a society.

One of the primary manifest dysfunctions of Social media is the issue of authenticity of user accounts and the content produced. In 2012, *Facebook* reported having a total of 8.7 fake accounts amounting to a total of 83.09 million fake users. Moreover, the issue of privacy has emerged as a manifest dysfunction of social media websites because, the content (photos, videos, posts) you put is public and can further be used by other users with their own projections and intentions. The Social media abuse by pretentious dissemination of information on social media sites for political reasons, to provoke and advocate an opinion is seen as a latent dysfunction of social media. Latent dysfunctions of social media have been a crucial issue in wake of wide internet penetration and extension of Social media sites. The users don't have control over the further usage of uploaded content by the other users. Moreover, taking advantage of the social media platform, anonymous users indulge in cyberstalking, cyber-bullying, and threats to other users.

The critical evaluation from a functionalist perspective, the Social media exhibits an important yet controversial role in contemporary social order. The Social media is believed of accelerating the process of globalization and making the human civilization more connected. The social media like *Facebook* involves consistent cultural transmission through enormous round the clock interactions across the globe. Social media played a phenomenal role in mediating the dissent and mobilization during Arab Spring in the Middle East. However, the issues of cyber-crime, provocation and clandestine sabotage using surveillance and censorship are some primary functionalist disadvantages of social media networks.

Economic function

As of January 2017, there were 2.789 billion global social media users with a growth rate of 21 percent from 2016 adding a total of 282 million social media users between 2016-2017 (Chaffey, 2017). The rapid proliferation of social media in last one decade have had a strong impact on online business via digital marketing and digital advertising through social networking sites especially *Facebook*, *Twitter*, *LinkedIn,* and *Google*.

The social media networks facilitate advanced platforms for small and big businesses to target and attract their prospective consumers, more effectively. The instantaneous and rapid dissemination of content and wider reach of social media websites across the globe has tremendously helped the companies to locate and reach out to their customers. One of the important commercial function of social media websites is that it helps the companies to effectively locate and learn about their potential audience by availing the personal details from the website profiles like gender, age, language, region, and interests. The shift from expensive traditional advertising to relatively cheaper and wider digital advertising through social media has revolutionized the whole idea of marketing business globally which has attracted small and big business to switch over to social media websites for the promotion of their products and services. The promotion of business through social media helps companies build a useful relationship with their prospective customers by availing the methods of advanced targeting options like; Interest targeting, behavioral targeting, custom targeting, look-alike targeting.

The conflict theory and Social media

The sociological perspective of conflict theory is interested in understanding the role of individual's or institutional power and control over mass media and its influence on the content being disseminated. The central argument of the theory is that the individuals who control media might manipulate the media message for their interest and the individual with lesser or limited control over media content are likely to face criticism and exclusion. The modern mass media have been attributed to the tools of social *control* (Sullivan 2007).The theory of conflict in mass media evolved with the issue of media productions being controlled by a corporation who execute their agenda with the help of their control and power over the content being disseminated through media (Herman & Chomsky, 1988). The advertisements sold with regular media content serve the purpose of business houses and are targeted to influence a certain class of the society. The core idea of media conflict theory is the idea of *haves* and *have-nots* among the media audience which leads to the conflict.

The theoretical perspective of conflict theory finds a significant relevance in social media networking. The conflict theorists in mass media believe that the social media as a medium of communication constitute both advantaged and disadvantaged people and groups and the fundamental difference between them reflects in social media usage, control and influence as users. The important issues like control of websites, ownership, and economic benefits in the form of advertising are fundamental in the parlance of conflict in social media. The privileged entities on social media include those who own networking sites thereby controlling it, those who advertise through social media (advertisers), marketers and employers (who work in the services). On the other hand, the disadvantaged users and groups are those common social media users (consumers) who avail the social media services as a way to communicate and interact with friends or express themselves but doesn't have much control over the execution and the economics involved. The common social media users post the content swiftly and with wider reach through social media, yet they don't control the content. The plethora of online advertisements on *Facebook* news feed often

against the desirability of a social media users is a typical example of aconflict where the users are forcibly exposed to the content that serves the marketing economics of the website.

The issue of privacy is one of the major forms of conflict in social media networking. For example, the Social media website *Facebook*, *YouTube* and *Twitter* in their terms and conditions ask their users to agree to their legal property laws which extend their intellectual rights to the content generated by the users. Besides this, the social media networks have unbridled control over the privacy and security of the profiles and often approached by security and law enforcement agencies for private details of the users. The concept of 'Panoptic surveillance' originally propounded by Jeremy Bentham and later developed by Michael Foucault (1977) finds an increasing relevance in today's advanced communication on social media networks where the human interactions and activities are consistently monitored through clandestine surveillance by authorities and agencies on the pretext of security and law enforcement. In 2013, Edward Snowden, a former contractor for CIA (Central Intelligence Agency), made shocking revelations about secret surveillance (Maass, 2013) The report was carried by *Washington Post* and *Guardian* in which he revealed that American NSA (National Security Agency) tapped nine Internet firms including social networking sites *Facebook* and *Yahoo* to track the online interaction and content in the infamous surveillance project named *Prism* (Maass, 2013). The global surveillance projects while violating the fundamental rights of privacy reflect on the larger theoretical issue of conflict in the social media communications on the basis of power, domination, political interests, and coercion.

The extra-judicial method of blocking or restricting information flow on social media networks in the form of censorship also reflects on the relevance of conflict theory in social media. Some governments, especially in Asia in recent years have been reported for restricting freedom of speech or access to information, blocking social media websites or shutting down Internet services as whole to prevent online mobilization during protests. During Arab spring in the middle east, the social media played a crucial role in mobilizing anti-regime protesters which earned it the name of 'Twitter revolution' (Gustin, 2011). The governments in Egypt, Libya and Syria imposed complete shutdown of Internet services to prevent protesters from accessing social media which was emerging as a primary source for them to express dissent Gerbaudo (2012). The state control over censoring and blocking public interactions over social media to prevent mobilization and restrict online protests of citizens reflects on the sociological perspective of conflict theory in communication.

There is also the issue of visibility and influence in engaging with people on social networking sites. The users with higher status and large followership like politicians, celebrities, and businessmen have larger reach and influence through their content while as users with lower economic status and profile remain invisible on social media sites. The social media contributes towards legitimizing the power of opinion formation and influence with resourceful users like celebrities which is in conflict with the common users who just continue to remain passive.

The debate on Net neutrality in recent years has been one of the crucial issues regarding the control of the flow of information across social media networks. In February 2016, in response to the protest by net neutrality activists, TRAI (Telecom Regulatory Authority of India) ruled against *Facebook's Free Basics Plan* in India which is an important instance of the issue of conflict of accessibility on social media networks (*The Indian Express,* 2016).The TRAI claimed that since the majority of Indian population still lack basic internet access, allowing service providers to define the nature of access would be equivalent to letting TSPs shape the users' internet experience'(*Quartz India*, 2016). TRAI opposed the initiative by calling it 'risky' as according to it

the perceptions of the users would be developed exclusively for the selected content being offered through this plan.

The hegemonic approach of traditional media through *gatekeeping* that works on the cultural diversity of a society by imposing the domination and manipulation by powerful race, gender and religion over disadvantaged classes have been replaced by social media. The gatekeeping tendency in information distribution has been weakened by the emergence of social media networking that provides users an unbridled access to media content to a large extent and free flow of information irrespective of their cultural identities. The users have the liberty of reporting and blocking inappropriate and undesirable behavior or content that they feel violates social norms.

The Social media and perspective of Interactionism

The concept of symbolic interactionism is a sociological concept that explains how people interpret the meanings attached to words and symbols that they come across in a social setting. The theory is mainly attributed to the works of Herbert Blummer in 1969 but the concepts of symbolic interactionism were earlier developed by George H Mead (1972) and Max Weber (1978). The interactionist perspective of mass media argues that mass media content influences the individual's way of perceiving themselves, other individuals and the society. Media shapes the characteristics of an issue for the audience as they derive the meaning from such interpretations. For example, the representation of women in media according to interactionist perspective is always presented with a pre-defined symbolic meaning attached to it; we see women as victims in serials, women with highly sexualized projections in advertisements or music videos. In interactionist paradigm, the mass media sets the parameters of social acceptance by mediating and deciding about the symbols that represent issues for audience consumption.

Social media networking exhibits a significant relevance of interactionist perspective of sociology. People derive their own symbolic meaning of the content (text, photos, cartoon, videos) posted by other users, the meaning that the author of the content might not intend to communicate. The interactionist scholars of media sociology are interested in understanding how social media users are engaged in self-awareness and how they communicate the symbols publicly and in private messages with their friends. The social media networking conveys symbolic interactionism in which users get the meaning of an issue by how actions (posts) are reflected from the reactions (comments, likes, dislikes) of others. The interactionist approach of social media is based on self-identity in which users seek as how others view our expressions and actions while communicating. Moreover, it's the nature of reaction from other users that help us to validate, endorse or change that identity.

The concept of social construction in social media networking also stems from the larger theoretical perspective of symbolic interactionism. Over the social networking sites like *Facebook,* the business companies promote their products and services and the users intentionally or unintentionally consume such advertisement. The people intentionally access social media for connecting with friends, share their views but the social media giants like *Facebook* have now turned into big markets for online business and product promotions for companies. The *Facebook* users with an intention of only objectively reading the advertisement may decide to buy the product. This is a kind of interactionism where the transmission of meaning and symbolic interpretations happen constantly. The book, *"Symbolic Interaction and New Social Media"* by Johns, Chen &Terlip (2014), is an interesting which covers the relationships between social media and the social interactions. The authors concluded that social media interactions which they called 'second life' play a crucial role in constructing the meanings of thesocial and political process in contemporary

times. It focuses on how social media constructed the images of political players duringthe Arab spring and technological formats (online medium) in shaping up the meanings of political and social issues.

The concept of self-presentation put forward by Erving Goffman (2006) finds a significant relevance in social media interactions. The social networking site *Facebook* is an important example of understanding self-presentation where the users have the control over how they present themselves and the other users derive symbolic meaning form that representation. The identity of *Facebook* users leads to the construction of "social self" wherein individuals fit themselves in a social order which recognizes *Facebook's* role as a social community on the patterns understood by the interactionist theorists of sociology.

The relevance of technology in the process of communicating via social media networks is in itself an essential reflection of symbolic interactionism. Our economic status is reflected by the technology and tools we can afford and use. The users with high-end gadgets and devices are perceived economically sound while the ones who can avail low or normal services and technology indicate the opposite. This is an interesting distinction of symbolism in the parlance of social media where the technology itself has a symbolic meaning in society. In 'technophobic' approach of Neo-Luddism which insists on the promotion of more natural communities perceive that technology symbolizes deviation and harm while as 'technophiles' on the other hand believe that communication aided with new technologies (social media), symbolizes advancement,progress, and sophistication in human to human interactions.

Conclusion

The social media has transcended beyond any existing human network and evolved as a dominant discourse of social interactions surpassing all the forms of traditional media communication. The dominance of social media is powered by the rapid penetration of internet across human populace connecting billions of people who engage in anenormous amount of interactions and data transfer. The Facebook's total monthly users reached a magnanimous mark of 2 billion users in June 2017, turning the community bigger than the largest country in the world (Forbes, 2017). From the functionalist perspective, the social media's role stands contested between functions and dysfunctions. The social media has proved instrumental in connecting millions of people across the globe, an instant source of news and engaging people throughout the world through interactions and cultural transmission. However, the dysfunctions are equally disadvantageous as social media platforms are being used for propaganda, hate speech and cybercrimes like cyberbullying, threats and stalking. The issue of fake and anonymous accounts is another issue that raises the questions about the authenticity of users on social networks. The social media is being accessed by security agencies to conduct clandestine surveillance on the users without their prior knowledge which is in violation of their 'right to privacy'. From the interactionist perspective, the social media gives liberty for active and liberal engagement of users with the content they upload or consume on social media. In the parlance of conflict, the issue of corporate control through advertisements supports the classical argument of power domination in communication processes. The social media is emerging as a heaven for marketing companies and digital advertising with instant, cheap and wider reach for selling products. The bombardment of such online advertisements while boosting the revenue of social media sites impose advertisement on passive users who have no option other than reading such advertisements intentionally or unintentionally.

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