A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH'S SOLIDARITY IN MUMBAI

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ABSTRACT

Social media is defined as a media for the society, for people to get more social and start a conversion. Social media's connectivity is maintained through the thought, opinion, picture, video and quote etc. Social media allows an interactive platform to everyone from common man to any citizen, politicians to actors, and editors to opinionators in political, social and economic field. Today, the approach to campaigning in any election, championing any social cause, or seeking opinions has similarly moved to new platforms. Social media is not just change in technology; it is a change in how people communicate. This generation, especially has been brought up in a World of hyper-communication. It means that, social platform are an excellent place to engage youth. This change has to be reflected in youths behave, not just online but in family and everywhere. Now a day the attachment of youth with World is dispersed largely but he has no leisure time for his family.

This paper highlights and study has been undertaken in Mumbai. The basic aim of this study is to know the nature of youth's integrity with their family due to media and whether they succeed to sustain their basic cultural trait in their daily life. Both quantitative as well as qualitative data was used. Besides this probability sampling techniques are used.

KEYWORDS: Solidarity, communication, connectivity.

HISTORICAL BACKGROUND OF CULTURE AND MEDIA:

Edward B. Tylor is considered as the founding father of British anthropology. In his major work *Primitive Culture* he defines culture as " that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of the society". Tylor also noted that cultural traits may spread from one society to another by simple diffusion—the borrowing by one culture of a trait belonging to another as the result of contact between the two. **Secondly**, it means that societies with similar cultural traits may represent analogous stages in the development of human culture. **Thirdly** Tylor's uniformitarianism allowed him to reconstruct the specific processes leading to a set of cultural knowledge.

Ruth Benedict showed that cultural differences were multifaceted expressions of a society's most basic core values. The connection between individuals and society is based on values. Individuals who share the values of their society are successful and those who aren't are deviants. And yet those core values are not same for all societies. Thus a successful person in one culture may be a deviant in another. Benedict was part of the culture and personality school. She was concerned with the amount of integration in a particular society, and the correlation between the characteristics of a culture and the personality of the individuals

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within that society. The culture and personality school theorized that a society's cultural theme has a profound impact on the personality of the individual and vice versa.

Magaret Meads central idea is that differences between people are usually cultural differences imparted in childhood. This gives the view on how a human infant is transformed into an adult member of a particular society. In all of these studies, she focused on the relationship between the individual and culture, particularly in the transmission of culture to children. She believed that cultures emphasize certain aspects of human potential at the expense of others. Mead was especially interested in how cultures standardize personality and what happens to people temperamentally at odds with the behaviour expected of them. Her pioneering researches included looking at different cultural expectations for males and females, an early attempt at understanding what are now called "gender roles."**Mead based on her studies argued that individual is a product of cultural behaviour that shapes a person**.

Radcliffe-Brown, the function of cultural institutions was the role they played in maintaining society, not the satisfaction of individuals' needs as Malinowski argued. The continuity of a structure is maintained by the process of social life which consists of the activities and interactions of the individual human beings and of the organised group to which they are united. The social life of the community is here defined as the functioning of social structure.

Malinowski Malinowski's theory of need is central to his functional approach to culture and it is the theoretical statement linking the individual and society. It is the idea that culture exists to meet the basic biological, psychological and social needs of the individual. He recognised that cultural forms do not have single functions, in other words no institution can be functionally related to one basic need. Malinowski wrote that cultural institutions are integrated responses to a variety of needs and to outline those needs he used a variant of his synoptic charts: In other words the cultural responses to be basic needs create new conditions and new needs appear and new determinants are imposed on human behaviour. These new derived needs or cultural imperative are imposed on men by his own tendency extend his safety and his comforts. Thus culture becomes an enormously complicated behavioural web responding to complex needs that can ultimately be traced to the individual. In some cases culture is utilized adaptive and functionally integrated and the explanation of culture involves the understanding of functions.

Diffusionism is an anthropological school of thought to understand the nature of culture in terms of the origin of culture, traits and their spread from one society to another. There are different versions of diffusionist thought. The first one, 'Leliocentric diffusion' that is a conviction that all cultures originated from one culture centre.

Diffusion may be simply defined as 'Spread of culture' stem from its place of origin to other places. A more expanded definition defines diffusion as the process by which discrete **cultural traits are transformed from one society to another through migration, trade ware on other contacts.**

Diffusion of any culture trait depends upon contact between societies. In other words, the greater the physical distance between groups the lesser in the likelihood that diffusion would take place between them.

MEDIA:

The term mass media refers to organized means for communicating openly and at a distance to many receivers within a short space of time. The earliest forms of mass media – the printed book and the pamphlet were limited to the minority of a society that happened to be literate and relatively close to the place of publication. There is a difference between a *process* communication and the actual media that make it possible. It is important to underline that the idea of communicating publicly over time and at a distance is much older than are the mass media now in use.

The mass media include a variety of forms, including television, newspapers, films, magazines, radio, advertisements, video games and CDs. These are referred to as 'mass' media because they reach mass audiences – audiences comprised of very large numbers of people. They are also sometimes referred to as *mass communications*.

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Media like newspapers or television have wide-ranging influence over our experience and over public opinion. This is not just because they affect our attitudes in specific ways but because they are the *means of access* to the knowledge on which many social activities depend.

Mass communication can be seen as one of the several society-wide communication processes, at the top of the whole communication process. At Each lower level of communication there is a increasing number of cases to be found, and each level presents its own set of problems for research and study. In an integrated modern society there will often be one large public communication network, usually depending on the mass media, which can reach and involve all citizens to varying degrees, although the media system is also usually fragmented according to regional and other social factors.

Old pattern of mass communications:

At a level below that of the whole society, there are several different kinds of communications network. The larger society at the level of region, city or town and may have parallel media structure. Another is represented by the firm or work organization, which may not have a single location but is usually very integrated within its own organizational boundaries, within which much communication takes place. A third variety is that of 'institutions' for example that of government, education, justice, religion or social security. The activities of a social institution are always diverse and also require correlation and much communication, following patterned routes and forms. Organizations and social institutions are distinguished from society-wide networks by being specific in their tasks. They are also bounded and relatively closed, although communication does flow across boundaries.

There are even more and more varied types of communication network, based on some shared feature of daily life: an environment (such as a neighbourhood), an interest (such as music), a need (such as care of small children) or an activity (such as sport)

This neat pattern has been complicated by the growing globalization of social life, in which mass communication has played some part. Today communication is happening at international level.

Print Media: The Book and the Library-

The history of **modern media** begins with the printed book – certainly a kind of revolution. Initially only a technical device for reproducing the same, or rather a similar range of texts to what was already being extensively copied by hand. Only in time does printing does change its character; to a more secular, practical and popular works.

In the **early medieval period** the book was not considered primarily as a means of communications. Rather it was a store or repository of wisdom and especially of sacred writings and religious texts that had to be kept in uncorrupted form. Slowly there arose works of science and practical information as well.

A further development was the role of the professional author, as early as the late 16th century, typically supported by wealthy patrons. Each of these developments reflects the emergence of a market and the transformation of the book into a 'commodity'. In fact many of the basic features of modern media are already embodied in book publishing by the end of the 16th century including the earliest form of reading public.

Print Media: The Newspaper

From its initial days the newspaper was an actual critic of the established power. Hence, printers, editors and journalists were routinely punished by governments. The struggle for freedom to publish can be seen in relation to the struggle for freedom, democracy and rights of the citizens. Even today the stories of underground press that worked to overthrow regimes are wide-spread. There has been a steady growth towards freedom of the press. However, the newspaper did not become a true mass medium until the 20th century, reaching a majority of the population on a regular basis.

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The Political Press

One form of newspaper is the party political paper dedicate to the task of serving an organization. The 'party paper' has its place in a democratic society. It is independent from the government, is independently produced and seriously engages in producing opinions in the public. It has a committed readership of the party members and sympathizers.

The Prestige Press

The late 19th century capitalist newspaper was high point in press history and contributed much to our modern understanding of what a newspaper should be. This prestige paper or elite press was independent of the government or the state and was counted as a major institution of political and social life. It tended to show a highly developed sense of social and ethical responsibility.

The Commercial Newspaper

The mass newspaper has been called 'commercial' for two main reasons: it is operated for profit by monopolistic concerns, and it is heavily dependent on product advertising revenue. The commercial aims and underpinnings of the mass newspaper have exerted considerable influence on content, in the direction of political populism as well as support for business, consumerism and free market. Commercialization brought about a new kind of newspaper: lighter, more entertaining, emphasizing human interest, more sensational in its attention to crime, violence and scandals. It came to have heavy readership among the lower income groups.

Film as Mass Medium

Film began at the end of the 19th century as a technological novelty, but what it offered was not very new in content or function. It changed to a new means of presentation and distribution an older tradition of entertainment, offering stories, spectacles, music, drama, humour and technical tricks for popular consumption. It was also almost instantly a true mass medium in the sense that it reached a very large proportion of population, even in the rural areas. It came as a response to the invention of 'leisure' time and as an answer to respectable ways of enjoying free time for the whole family.

Films also conceal deliberate attempts at social control, unthinking adoption of certain viewpoints and values, and the pursuit of mass appeal. Three main events in the history of films are: 'Americanization' of the film industry, the coming of television and the separation of film from cinema. Television took away large numbers of film-viewing public, especially the family audience.

Broadcasting

Radio and television have a seventy-plus and a forty-plus year history as mass media and both grew out of the pre-existing technologies – telephone, telegraph, moving and still photography and sound recording. Radio and television were systems primarily designed for transmission and reception as abstract processes. Both have been regulated to a high degree initially out of technical necessity. Television has been continuously evolving. The main initial change was its capacity to transmit many pictures and sound live and thus act a 'window on the world' in real time. Today such content has become so common that people talk about 'media events'. Television also has a sense of intimacy and personal involvement between the observer and the presenter.

The status of television as the most 'massive' of all media in terms of reach, time spent and popularity has barely changed over the years. It plays a vital role in modern politics. It is the main source of news and entertainment. It also has the role of educator. It is the largest single channel of advertising in nearly all countries.

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Recorded Music

The generic name ' phonogram' has been suggested to cover music accessed via record players, tape players, compact disc players, VCRs and so on. The recording and replaying of music began around 1880 and were quite rapidly diffused on the basis of the appeal of songs and melodies. Much radio content since the early days has consisted of music.

The first change was the addition of radio broadcast music to phonogram records which made music reach more and more people. The transition of the radio from a family to an individual form with the coming of the portable transistor was the second major change.

New Electronic Media

The foundations of the current communication revolution rest on two main innovations. One, satellite communication and two, the harnessing of the computer. Digitalization that allows information of all kinds in all formats to be carried with the same efficiency has made a major difference to the new media. Some other innovations have changed the way media is used today. New means of storage and retrieval like personal video-recorders, CD-ROM, CD etc. have expanded the possibilities.

Traditional media have benefited from new media innovations and communication revolution has shifted the 'balance of power' from the media to the audience. Today's media is becoming more and more interactive. Installation of cable systems and the use of satellites have changed transmission systems worldwide. Internet today is considered as a medium in its own right.

Correlation among Culture and Media:

The main functions of media and culture can be grouped under information, correlation, continuity, entertainment and mobilization and solidarity. **Information**-Media provides information about events and conditions in society and the world associated ritual, practices, beliefs, food patterns, morals, norms and values etc. **Correlation**-Media explains, interprets and comments on meaning of events and information connected with culture and practices. It provides support for authority and norms and enables socialization. It co-ordinates separate activities, builds consensus and sets orders of priority. **Continuity**-Media expresses the dominant culture and recognizes subcultures and new cultural developments. **Entertainment**-Media provides fun, leisure activity and means of relaxation and also reduces social tension. **Mobilization**-Media aids the campaigns for societal objectives in the sphere of politics, war, economic development, work and religion and religion includes the quiet entire part of culture. **The social integration**-Media tend to support the values not only of society as a whole but also of segments within it, defined in various ways. For example, media avoids criticism of key institutions and it gives preferential access to the top elite of such institutions. There is also evidence to suggest that one motivation for media use by individuals in to strengthen their attachment to society and its values. Large events portrayed in television provide the push for social solidity but again it is differ from society to society and human to human.

The present research paper focuses on correlation ship between media, culture and youth as a society from south Mumbai in Maharashtra. It is a humble attempt to throw light on media and its affect on youths behaviour in day today's life and to understand the nature of attachment of youth with their parent as a effect of media in their life.

OBJECTIVES AND METHODOLOGY:
I. Objectives:
1. To know the nature of youth's solidarity with their family due to media.
2. To understand the participation of youth to sustain the basic cultural trait regarding help to parent in daily routine life.

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II. Research Design:

Include all the strategies or decisions taken to conduct the field study after formulating a research problem is called research design. Following decisions or strategies are to be under research design.

III. Dimensions or paradigms of research:

Mixed method (qualitative and quantitative) of social research and Focused Group Discussion method used as a tool of data collection. In addition, observation method is also used when required.

IV. Sample Design:

Universe of the study or Geographical area of the study: The universe of the study is Metropolitan city as South Mumbai located in State Maharashtra.

Sources of data collection:

The sources used for data collection are primary as well as secondary. The primary sources include youth as senior college student only from Metropolitan city like south Mumbai. The secondary sources include periodicals, research journals, internet and articles etc.

Sample size:

Thirty senior college students as a respondent selected for this study and a group of twelve youths for focussed Group Discussion.

Sampling Technique:

Simple random method used for selecting respondent for avoiding bias.

Sampling frame:

For random sampling, researcher has collected valid, updated and complete list of student from South Mumbai..

Sample Unit: Only senior college and arts faculty students are respondents of this research.

Method of data collection: FGD and interview schedule used for collecting data.

Tool for Data collection:

Questionnaire and interview guide are (written format instruments) used for data collection.

Tool Design:

For preparing tool design operational design, variables and the levels of measurements take in consideration.

Statistically Analysis:

In this design, researcher has to decide where to use correlation test, chi-square test and where to use bar chart and pie chart etc. In this research, researcher used statistically analysis software SPSS.

Theoretical Perspective:

Constructive sociology a new approach is used for this research paper. Here, Impact of Globalization through Media is provided liberty, integrity, efficiency, new identity and rational control of socio-economic and cultural life of youth.

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Data analysis and Interpretation:

As per the Sociologist, Emile Durkheim, the attachment of a person with his society is called as the solidarity. In this research paper, researcher has tried to know the strength of attachment of youth with their family due to the different media. These youth are in age of 20 to 24 years. These youth are the representative of today and tomorrow's future of our Nation. Media is not just a change in technology, it is a change communication patterns with varieties of devices. Specially, media plays a vital role to get more and more social to keep sustain healthy conversation through the medium of thought, opinion, a picture, a video, a quote or newspaper and television etc. In this research paper, majority respondents are using the media to get knowledge; some are making use of media to express their thoughts and opinion and to chat with the peer group. Very few are utilizing the media to help the needed and poor people. Some respondents are busy in their daily life to continuing their quote and loading the videos.

Table No.1.
Due to media increased the attachment with society

Opinion of Respondents	Frequency	Percentage
Yes	18	60
No	12	40
Total	**30**	**100**

(Ref: Primary source)

The attachment of the person with his society and family is depend upon his proper utilize of media in appropriate manner. Majority sixty percent respondents were agree to sustain the attachment with society and family and twelve respondent were not agree to preserve relationship and integrity with their family due to use of boundless media in their daily life. Many respondents were accepting that the use of excessive media ruin their daily life, limitation to merge social affection, due to use of media they were not getting warm feeling and were not acquire any development in society etc. Media is a way of time pass for some youth as per their view in this Global World.

Table No.2
Weekly time Spend with Parent in hours

Time spend with Parent in hours	Frequency	Percentage
Zero hour	01	3.3
1 to 4 hour	12	40
5 to 10 hour	10	33.3
11 to 15 hour	02	6.7
More than 15 hour	05	16.7
Total	**30**	**100**

(Ref: Primary source)

Almost majority 13 (76.6%) respondent were spending weekly only 1 to 10 hours with their parents. Some students were busy in their daily schedule, few are busy in their job and college schedule and some students were complaining about their parents as they were engage and several parents were didn't have enough time for their child. Only 5(16.7%) respondents were spending more than 15 hours weekly with their parents. Complain

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Table No.3
Types of inspiration to help parents

Types of inspiration to help parents	Frequency	Percentage
As a responsibility of son or daughter	02	06.7
As a respect	6	20.00
To get satisfaction	05	16.7
As a token of love	08	26.7
To get rest to parent	03	10.00
To get permission with friend	06	20.00
Total	**30**	**100**

(Ref: Primary source)

Many students were helping to their parent in their daily life as an inspiration of respect, to get satisfaction, as a token of love and to get the rest. Not a single respondent were using a word duty or responsibility to help our parent in their daily hectic life. Twenty percent respondents were assisting to their parent with the stimulation of as a respect and to get the permission for outing with friend. Only 2 respondents were helping out to their parents in the stimulation of son or daughter.
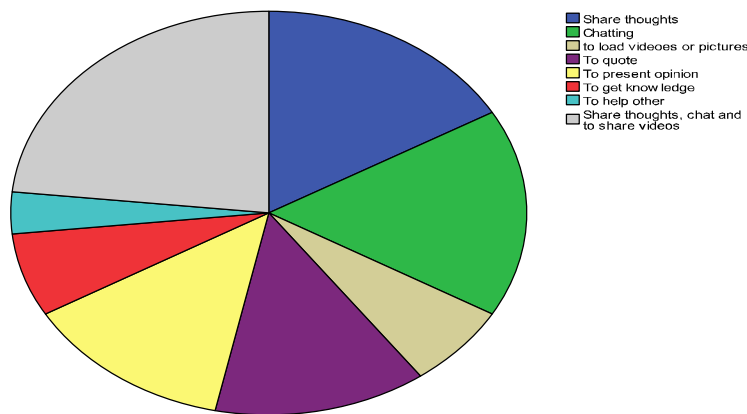
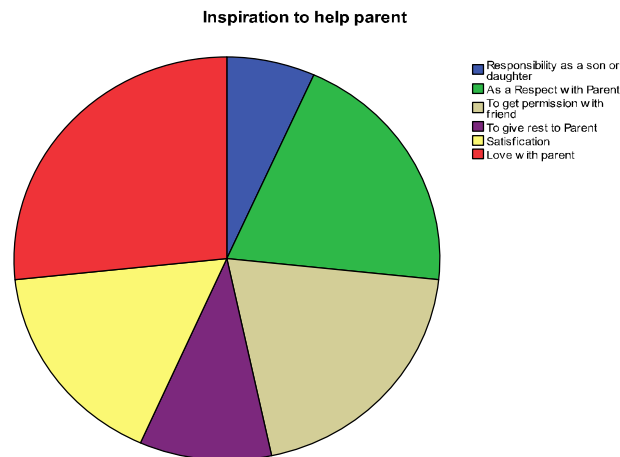**Table No.4**
How many types weekly to help parent

Weekly help to parents	Frequency	Percentage
1 to 5 Times	11	26.70
6 to 10 Times	07	23.30
11 to 15 Times	05	16.07
More than 15 Times in week	07	23.03
Total	**30**	**100.00**

(Ref: Primary source)

More than fifty percent respondents were helping to their parents at home weekly 1 hours to 10 hours only. Only 07 (23.03%) respondent were helping weekly more than 15 times in their daily work. Merely 2 respondents were helping almost half day and they were ready any time to serve their parents.

What is meant by social

- Share thoughts
- Chatting
- to load videoes or pictures
- To quote
- To present opinion
- To get know ledge
- To help other
- Share thoughts, chat and to share videos

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VOLUME - 8 | ISSUE - 3 | DECEMBER - 2018
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Inspiration to help parent

■ Responsibility as a son or daughter
■ As a Respect with Parent
■ To get permission with friend
■ To give rest to Parent
■ Satisfication
■ Love with parent

From this tow pie-chart, as researcher want to know the approach of youth regarding social attachment means what? Many respondents are using the media to get knowledge, to help the needed and poor people and many of them are engage in chatting, video loading, present opinion and though throughout day and night. It means that, many youth are engage to discuss on irreverent subject and events and sustaining the unfruitful relationship. Due this practice, many youth are not getting enough time and space in their life for their family members but in vain and negligence is there. Hence youth are more habitual to use media and keeping contact with the entire World and very little social emotional attachment with family members.

CONCLUSION:

Social media is not just a change in technology, it is a change in how today's youth communicate. This change has to be reflected in how candidates behave, not just online but everywhere.

In this research, the youth is more engage online with the entire World and not enough attached socially with his or her family.

These youth are spending lot of time to express their thoughts, opinion and chat with their colleagues outside the family and not enough time to spend with their parents.

It is our culture "Service to man is service to God" from our childhood we learned that, we have to help our parents in their daily needs. It is our responsibility and prime duty to help every family member and neighbour too. In contract, many of them are not getting enough time to spend with parents and to help the family. Very few are sustaining the balance the family attachment, college study and their individual life.

In short, this generation, especially has been brought up in a World of hyper-communication. Hence, social platforms are excellent place to uphold the family and society for youth. Day by day, the media becoming more dominant than our culture in retaining the social attachment with our society in such metropolitan city.

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