



A STUDY ON "MODERN COMMUNICATION METHODS AND SOCIAL MEDIA"

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ABSTRACT

The possibility that NICTs will be the most important aspect of our life is not entirely out of the question given the rate at which we are seeing underutilized media as a fair means of communication. This article aims to consider the evolving communicative strategies of the tech-savvy modern era. It was argued that the methods and content of private, social, group, and mass interaction have changed dramatically as a result of modern media. In the past, open discourse was encouraged by traditional media, which looked forward to underutilized technology for the latest news. Media today has rendered it more interactive but not as accurate in matters of content due to the lack of a proper operational experts. Young people are living virtual lives in the internet, or even a moral existence. The study looks into how, as social interaction becomes more public, underutilized media is reconsidering societal components that are more vulnerable to breakdown. Teenagers find themselves cut off from reality amid the sea of a large number of friends on social media platforms. The author comes to the conclusion that, in this era of excessive communication, an underutilized societal structure is emerging that strengthens mass and public interaction while impeding intimate contact.



KEY WORD: Alienation, Social Media, Communications Designs, Reasonable Pretence and Internet.

OVERVIEW

Using social media, take my lead! Check out the latest news by visiting my social media page! These are the catchphrases that define the modern era. In the era of communication and data Anyone who is not familiar with these words is deemed ignorant or out of date. After getting fixated on investing, admins and programmers are utilizing state-of-the-art techniques and resources to engage the technologically inclined intended demographic of observers. In order to use the improved innovation in their classrooms, teachers are using contemporary methods. Facebook, for example, constitutes a single of the more efficient participative messaging platforms in an era where one billion users are connected. Anyone who is taught this basic growth and has the resources to put it into practice cannot disregard it in this situation.

With its capacity to develop hypotheses, link people and groups, share data, and offer dynamic support, the internet is becoming an essential instrument for novel kinds of interaction. According to Ahlqvist and Halonen (2008), the web refers to the manner in which individuals develop, express, and circulate thoughts and data in online communities and platforms. Media platforms are described by Andrews Kaplan and Michael Haenlein, respectively as "a compilation of internet-based applications that additionally rely on the conceptual and mechanical bases of the World Wide Web 2.0 framework, and that enable the creation and sharing of self-generated contents" (Kaplan and Haenlein,, 2010). Furthermore, social networking is accessible through adaptable, internet-based systems to create highly intelligent

networks where people and organizations share, collaborate, evaluate, and alter user-generated information. As a result, interactions between businesses, society, and individuals will unavoidably change significantly (Kietzmann and & Hermkens, 2011).

Nearly 66 million individuals in the country use social media sites successfully, but this figure is growing faster due to the availability of less expensive internet access and web-enabled phones at incredibly low prices. Social contact is evolving due to social media. Feelings such as affection, camaraderie, familial ties, intimacy, and dialects are being expressed in a variety of ways.

The sole type of media that has gained such widespread use within a brief period duration is social networking. This huge accomplishment is due to social media's client-friendly characteristics. Web users continue of using longer periods on social networking sites than other forms of location, according to Nielsen. Concurrently, Americans spent 120 billion minutes during July, 2012, on PCs and other smartphones and tablets, a 36% rise from 88 billion minutes in July 2011 (Source of news article, 2012). Facebook has been shown to be the primary interaction tool used by American college students (Haris, 2008). Nielsen's study indicates users worldwide use internet social media platforms for more than five hours per day. The research paper "Social Media Insurgency" by socially astute inventor Erik Qualman contains several social networking measures, such as the fact that most businesses utilize the internet for advertising while Facebook would rank third if it were a nation (Youtube, 2011). In order to prepare people towards careers in computer experts, a number of educational institutions, including Harvard University, John Hopkins University, Columbia University, Stanford, and more, provided programs on societal guidelines.

Social organization, web distribution, virtuous reality, online interactions, personal and community participation, exchanging of information, sounds, and AVs, gaming, and other functions are all carried out through different processes and equipment used by communication. More features and cutting-edge gadgets are being introduced as Web 3.0 - technology emerges.

THE REASONS BEHIND INDIA'S INCREASING USE OF ONLINE PLATFORMS

Broadcasting has advanced more than any other technology. Now, a query is raised: How is the country of India, a nation supposed that it is growing economically, seeing such rapid expansion in such a field? Cause is due to a number of reasons:

1. Growing gdp: According to Wikipedia's data (2013), India's financial system is 3rd biggest in the globe by receiving power parity (PPP) and the tenth largest by apparent gross domestic product (GDP). The country is a member of BRICS and one of the leading economies of the G-20. According to the IMF, India ranked 130th by GDP, or PPP, and 141st overall by apparent GDP in 2012 based on average income per person (Wikipedia,, 2013). India ranks as the world's tenth-largest retailer and 19th-biggest export. GDP dropped to roughly five percent in the 2012 to 13 budget year from 6.22% during the year before (Wikipedia,. 2013.). The reality that Indian institutes and lesser courses can now invest more money in consumer products is supported by these findings.
2. Quick expansion in the nation's core topic: Through an economic expansion rate of 8.3% in 2010, India's economy is quickly rising to become a single of most rapidly expanding in the world. In 2007, McKinsey & Company estimated that there were 250 million people in the Indian core (Wikipedia, 2013). By 2030, it is going to reach 600 million. Accepting Deutsche For the entire Center Lesson, the estimates are approximately 300 million people (Wikipedia, 2013). By 2015, India's per capita control equality will increase from 4.7 to 6.1% of the global share if current trends continue (Wikipedia, 2013).
3. Low-cost innovation: Due to the 2012 Digital Media Survey by Nielson,, "A larger number of people are utilizing a smartphone or tablet for access to the internet. With better internet access, users have more flexibility in using digital platforms." whenever they'd want.
4. Broadband extension communication was first implemented India in 1882. There are 959.9 million smartphones throughout the nation worldwide; the telephone density is up to 79.2% since the end of May 2012, and as of May 2012, there were 92.47 million different cellphone users (Wikipedia, 2013). In May 2012, the adaptable tele-density increased to 76.68%. In May 2012, there were 8.35 million

supporters in the distant component (Wikipedia, 2013). There were 31.53 million supporters of the wire line segment (Wikipedia, 2013). Indian telecom managers added an incredible 227.27 millions virtual supporters during Destruct 2010 and Damage 2011 (Wikipedia,, 2013). 32.25 million people in India are active social media users, making up 81.9 percent of all current smartphone users, according to an analysis by the Internet & Mobile Association India.

5. Network connectivity: According to the research "Internet Access in Rural India" which was organized through IAMAI and the Indian Expo Investigating Statistical Bureau, it has 31 million active web clients and 38 million reported web clients in rural India (Commerce Standard, 2013). Flexible clients are people whom utilize online resources a minimum of once a month, whereas claimed clients are people that have accessed it at minimum one time throughout their entire lives.

EFFECTS ON VARIOUS ASPECTS FOR COMMUNICATING

With the invention of wire, the animal's significance began to wane. In a similar vein, radio went to the back to organize when television entered the communication onslaught. History for interacting demonstrates how any modern media that enters the communication arena has an impact on societal discourse strategies.

INTERCULTURAL COMMUNICATION

The internet has become an essential tool for introducing oneself and expressing oneself. We share with others anything we believe to be important. Birthday celebrations, weddings, travel, dinners, and even shopping are all examples. This tendency to paint an image in other people's eyes leads to narcissism. As must risk all as we are having the most effective life regardless of fact and carry on publishing the authentic, created or changed images of ourself and surroundings. Peer weight is being driven by the desire for self-gratification. Young people are becoming more and more dependent on social media due to their want to post and read comments every minute. This wonder of habit is being sparked by smart phones' proximity and affordability. When someone discovers that individuals are so happy on "Facebook," he or she feels despondent since the level of happiness that many are portraying is unattainable in every person's life. The definition of artificial joy is reminiscent of the "unique exhibition" of UK public life in the sixteenth century. A "Official Show" is leading to a life filled of jealousy, want, and occasionally false confidence.

Additionally, other studies support the idea that excessive use of the internet to find information results in a decline in creativity, focus, and originality. The Shallows by Nicholas Carr: The Effects of the Internet on Our minds The web increases our ability to remove and analyze information, but it decreases our ability to focus and think. The internet constantly prevents us from focusing for extended periods of time.

COMMUNICATION BETWEEN PEOPLE

The internet was designed to facilitate social contact, and it is fully fulfilling this purpose. It has made communication easier, faster, more affordable, and available anywhere, at any time. In interacting with others, this particularly notable and obviously advantageous quality is starting to cause issues. On social media platforms, users are almost always connected to their current positions. However, an excessive obsession with online sphere upgrades is causing "poor communicating" in everyday life. Internet users rarely obtain while to speak with their closest relatives and close friends who are available in their real-world settings since they are so preoccupied with online engagement most of the time. We are drifting away from the actual world and live in an online world of made-up persons and emotions in a globe of excessive communication. People feel alienated if they don't actually use them since they need information, are unable to access it, or aren't interested.

It affects not just both the number and the caliber of contact, in addition to the dialect we employ in written correspondence, both formal and casual. Online users have created a range of emojis, much like on Instagram, where posts can only have a particular amount of spaces. The vernacular of the show era is being

affected in a number of ways by this. In their exam response sheets, interns have started using such abbreviations, and many of them have forgotten the actual terms for them.

EXTRACT CONVERSATION

There used to be just 15 to 20 friends that a person would regularly contact with, but thanks to technology's advancements, one might now have numerous friends. An extraordinary piece of information that was exchanged among friends in an internal group is revealed right away. Previous relationships were kept a secret, and breakups had a silent tone. As circumstances have changed, people have started making commitments on Facebook, which are then broken on the platform immediately. In the past, these instances were all considered embarrassing, as individuals were accustomed to hiding them. These days, people post announcements about exhibits on Facebook accounts. Nowadays, people's understanding of interaction with others is becoming more hazy due to the abundance of confrontation books. Every member of the group converse about everything.

COMMUNICATION WITH VIEWERS

Recently, Indian TV networks have started running decision-making advertisements. However, Prime Minister Modi was the first to successfully connect with young voters on the Internet. Additionally, he offered adore chat on Google, which attracted young people and center lesson internet users. Someone is, in a sense, a vibrant client of the internet websites; someone is aware of the possibilities of media today and knows able to utilize it to influence public opinion.

Lawmakers are starting to recognize the importance of being featured on new media now that their is a connection with them and traditional media. All major politician and leader has a Facebook site, and they consistently send comments on Twitter. One relevant example of the media's influence in politics is Arvind Kejriwal's chapter on the Indian political front.

GLOBAL COMMUNICATIONS

Social networking sites is still in its infancy when compared to the greater almost 4 centuries-old era of mass communications. Despite this, it is affecting traditional mass media from every angle, including altered groupings, substance, treatment, and dialect. In order to obtain the most recent updates on global events, the majority of massive daily newspapers, TV networks, and radio stations filter content from popular social networking sites like Facebook and Twitter. Conventional media is facing fierce competition due to the data on many news outlets being updated around-the-clock. Modern and traditional media are working together to reach the public and strengthen messaging in the interested target audience despite the growing competition.

In the past, authors were subject to editors' scrutiny about the amount of time and space they received in daily newspapers and television networks; today, underused media is providing them with greater space in the form of blogs. Some of them are quitting their jobs to focus on writing blogs, so they are collecting promotional cash without any management obstacles, even though they are not receiving as many readers or spectators.

The conventional media has long been criticized for failing to offer room for its audience and large number of people, but everyone who understands how to use the internet may now share their opinions. In fact, underrepresented groups such as those gays, lesbians, and others aren't simply finding platforms to express themselves, but they are also finding supporters on unique websites.

It is generally viewed as the watchdog of society. Empty news functions like a "system of regulatory bodies," which means that when a controversial topic doesn't have a place in conventional news outlets, it needs to be covered by a member of the public and highlighted through internet sites, lesser blogging platforms, and news outlets. The strategy for traditional media is determined by the buzz generated on social media platforms.

Higher experts' rage has consistently been tolerated by conventional media outlets. The tradition of possibilities, debate, and communication in India has been altered by a number of interest-based cases. The governments of a number of nations, such as China, Iran, and India, are reacting to complaints concerning social media regulation; however, the level of flexibility the internet is gaining from mainstream media sources is incapable of achieving a benefit which are presently reliant on the authorities over permits and additional amenities.

In the 20th century, audiences asked about the type of media used to gather data from surveys, studies, and other sources. These days, the media gathers the latest information from social media platforms that may prove utilized right away and from many perspectives.

The challenging center users of printed versions of these media predict that consumers are unlikely to continue subscribing to daily papers in the modern era because information can be found for no charge on many websites. The idea has been debunked by the facts, nevertheless, as the variety of distribution items and distribution is growing worldwide.

SOCIAL NETWORK'S IMPLICATIONS

Even though a billion people use social networking sites, online platforms is still in its infancy. The once-famous organizing site "Orkut" has lost its identity in the digital realm. Other places might experience the same thing. Young customers view the social networking site more as a social responsibility than a beloved place to organize. Based on a subsequent investigation by Seat on Middle on teenagers, the social network lost its vital data point that had previously contributed to its popularity. According to the Huffington Daily Post, higher education students are gradually moving away from Facebook and toward more secure platforms like Instagram, Twitter, and MySpace. Teens believe that location has been invaded by guardians and causes unnecessary "societal conflict" (The Hindustan Times, 2013).

Users are more prone to submit misleading material about respectable courses of study as a result of a great deal of underused platforms for data searches. Customers' reliance on the data is really problematic. There is a significant addressing constraint on teenage people's comprehension of fundamental concerns as they spend the majority of the day on e-mail, using internet data for their considerations.

UK-American businessman and writer Mr. Andrew Sharp criticizes digital media in his publication *The Fight of a Novice*, writing, "Throughout spite of all the confusion, it suddenly came to be evident that what was in charge of the free-range monkeys currently absent on online platforms represented a rule of advanced Darwinian thought, maintaining the existence of the most powerful and most stubborn." Beneath these regulations, persistent filibustering is, in a sense, how astute individuals prevail (Keen,).

CONCLUSION:

Another major barrier to the distinct perspectives of our social and personal lives will be social media, an enormous repository of knowledge, education, communication, and on most importantly, happiness. Social media is creating an underutilized form of social structure that strengthens social structures while weakening interpersonal relationships. User-generated content will increase plagiarism, which is a contemporary IPR difficulty, a current habit for a younger generation that is difficult to break, an era of too much interaction (24-hour talk and information), and separation on a different hand (causing mental clutter). Moral corruption in various spheres may show a social jolt for the twentieth century. The dependence of the mainstream press on contemporary media could result in the excellence of contemporary media, which would encourage greater assistance and advocacy in the public sphere.

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