

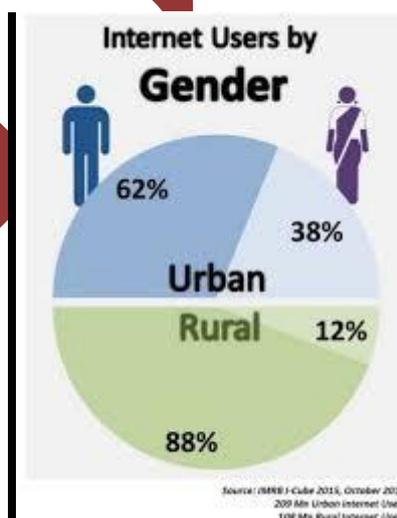
CHANGING COMMUNICATION PATTERN WITH NETWORKING SITES OF SOCIAL MEDIA

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INTRODUCTION

Social media and its tools such as YouTube, Facebook, Wikileaks, Wikipedia, MySpace, Digg.com, blogs, Twitter etc are craze of the internet users. Today's generation is continuously boosting the power of the social media by subscribing the sites. Due to the tremendous characteristics of social it is becoming the most powerful participatory medium of communication. Various functions performed by different techniques and tools used by media are social networking, web publishing, virtual reality, creating virtual relationships. It has become a key tool for provoking thought, dialogue and action around particular social issues. Even electronic media can't ignore it. The growth in the number of mobile internet users in India and the mobile data consumption in 2016 would largely be influenced by the adoption of smartphone and rich media content. In the country of 1.3 billion people, mobile phone subscriptions in India has already reached 1 billion mark, according to the latest data supplied by TRAI. According to Nielsen, Internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011.



WHAT IS SOCIAL MEDIA ?

Social media are computer mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos . It is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media depends on mobile and web based technologies to create highly interactive platforms. It is the quality, reach, frequency, usability, immediacy, and permanence that make it different from other media. The *Oxford Dictionary* (2011a) defines social media as ‘websites and applications used for social networking’. In turn, social networking is defined as ‘the use of dedicated websites and applications to communicate with other users, or to find people with similar interests to one’s own’ (Oxford Dictionary 2011b).

Characteristics of social media:-

1. Web space :- The website should provide the users free web space to upload content.
2. Web address :- The users are given a unique web address that becomes their web identity. They can post and share all their content on this web address.
3. Build profiles:-Users are asked to enter personal details like name, address, date of birth, school/college education, professional details etc. The site then mines the personal data to connect individuals.
4. Connect with friends:- Users are encouraged to post personal and professional updates about themselves. The site then becomes a platform to connect friends and relatives.
5. Upload content in real time:- Users are provided the tools to post content in real time. This content can be text, images, audio, video or even symbolic likes and dislikes. The last post comes first, giving the site freshness.
6. Enable conversations :- Members are given the rights to comment on posts made by friends and relatives. The conversations are a great social connect.
7. Posts have time stamp :- All posts are time stamped, making it easy to follow posts.

Social media sites:-

The social media has a great impression on the hearts and minds of people or the users of it. India has the third largest market with more than 198 million internet users. Of the millions of internet users in India, 38 percent of those who use the internet at home or at work come from the 25-34 age bracket, Furthermore, men dominated internet usage with 61 percent to women’s 39 percent. Average daily online usage in the country amounted to 5.1 hours among internet users. The craze of social media can be estimated by the data. The data shows that Indian youth is highly involved in searching for social sites. Internet users are more familiar with social media because of its fabulous characteristics. Everyone in the surroundings is busy with social media.

The most known and famous social sites among Indians are facebook, tweeter and whatsapp. Here are the top 10 popular social media sites which are used frequently and are the important part of the contemporary society.

- Facebook.
- Twitter.
- LinkedIn. ...
- Google + ...
- YouTube. ...
- Pinterest. ...
- Instagram. ...
- Tumblr.

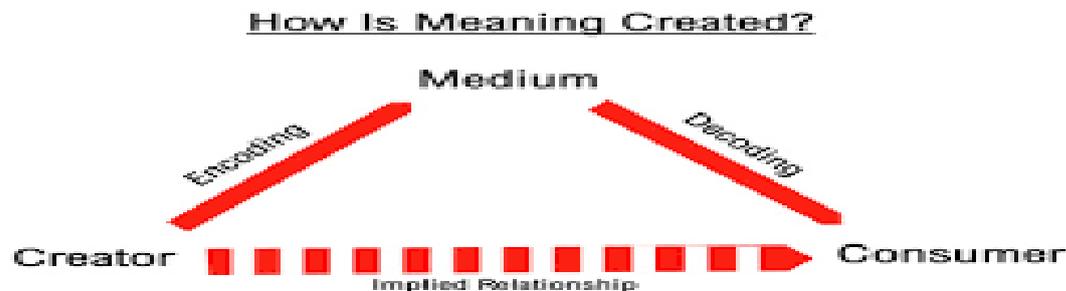
Brian Solis created the following social media chart, known as the conversation prism, to categorize social sites and services into various types of social media.



WHAT IS COMMUNICATION?

The English word 'communication' is derived from Latin noun 'communis' and the Latin verb 'communicare' which means 'to make common'. According to Denis McQuail, communication is the process which increases commonality- but also requires elements of commonality for it to occur at all. He sees 'human communication' in linear terms as the sending of meaningful messages from one person to another. . Carey's (1989) defined communication is a process embedded in our everyday lives that informs the way we perceive, understand, and construct our view of reality and the world. Berlo says 'communication does not consist of transmission of meaning. Only messages are transmitted and meanings are not in the messages, they are in the

message users. In the nutshell communication can be described as an act of transmission of ideas, thoughts, beliefs, knowledge and opinion etc.



Types of communication:-

1. Intrapersonal communication
2. Interpersonal communication
3. Group communication
4. Public communication
5. Mass communication

Impact of social media on various types of communication:-

History of communication demonstrates that newly arrived media has always affected the communication patterns. The traditional pigeon courier was replaced by the telegram. The arrival of television in communication foray undermined the radio. And the radio became the poor cousin of television. The contemporary period has come to be labelled variously the 'information age', 'the communication age', and most recently, the cyber or networking age. The user friendly nature of social media sites has changed the entire society.

1. Intrapersonal communication:-

Social media has changed the definition of intrapersonal communication. It is due to the tremendous qualities of self expression and self presentation. Today everyone is busy in posting his or her selfies taken in any party, having dinner, going for shopping, feeling happy or feeling sad. No one is having time with him or herself. Irrespective of reality we keep on posting our real, created and edited pictures. It has become a status symbol. We want to project as we are living a wonderful life. The desire of posting and checking comments and counting likes is making youth addicted towards social media. How can we forget the selfies addiction has taken many lives. Besides this, various researches support the fact that too much use of internet to seek the information leads to decrease in

creativity, concentration span and originality of thought. Nicholas Carr's *The Shallows: What the Internet is Doing to Our Brains* "While internet improves our cognitive ability to skim and scan, it diminishes our intellectual capacity to concentrate and contemplate. Internet gradually makes us incapable of long form reading and long hours of intellectual focus."

2. Interpersonal communication:-

As the name indicates social media is serving its purpose successfully by increasing social interactions. In today's networking age everyone is busy with their mobiles with various social sites. The virtual world of social media has blurred real world of social interactions. Interpersonal relationships are being affected by the growth of social media. It has created the hollowness in the relationships. Most of us are busy in updating our status and forgetting how to update a relationship. We can share a post, but not our feelings or emotions with our near dear ones. We have to analyse the importance of face to face communication. Interpersonal communication is conducted on the basis of focussed and unfocussed interactions Erving in his book *Behaviour in Public Places* says that most of the interpersonal communication is of an unfocussed nature. In social media most of the interaction is unfocussed. Focussed interaction is an actual encounter between two persons which is being reduced by the time due to the social sites. The concept of interpersonal communication is fading out with the creation of groups.

3. Group communication:-

It is distinct in that it occurs between three or more persons who perceives themselves as belonging to or being identified with a group. Shaw (1976) has identified six ways in which a group may be identified, these are perception, motivation, goal, organization, interdependency, interaction. Group communication is said to be more complex process than the interpersonal communication. As mentioned above social media has changed or faded out the concept of interpersonal communication. We can create many groups on the social media by categorising them according to our comfort. Social groups always have real experiences of life but the groups on social sites usually shares the happenings of others. The real society has changed into the virtual society of social media groups. Everything in these virtual groups is not reliable, but ignoring many things users are continuously sharing anything and everything amongst the groups.

4. Public communication:-

Public communication tends to occur within more formal and structured setting. New media has changed the public communication. The tremendous growth and due to its fabulous characters social media is becoming prior for the political parties to interact with the voters. The success of Narendra Modi is great example of it. He realised the power of social media and used it at the right time. Every politician is having his social media account on the various sites. Public communication often demands that the

speaker must be more deliberate and organised, which is being fulfilled with the help of social media.

5. Mass communication:-

Social media has influenced all the other mass medias in every aspect. The content, language, programme format all are being influenced by the various social media sites. Mass medias present in the surrounding can't ignore the social media because of its user friendly and user generated characters. The famous networking sites are being used to update the happenings around the world. Print media is publishing the tweets and the hit stories of social media sites. News channels can be seen discussing the controversial blogs and tweets of the celebrities and the politicians. Despite the rise in competition, new media and traditional media are shaking hands in reaching the masses and reinforcing the communication messages in the interest of target audience. Media has been criticized many times due to its gate keeping . Despite from this social media is free this , it is acting as "watchdog of watchdogs".

CONCLUSION

Social media is the ocean of information, education, communication and entertainment. But still it is in its infant stage. Billions of users are registered on networking sites and those who are not want to be registered. It is continuously affecting the personal as well as the social lives of the users and the users are prone to the unauthentic information due to the tremendous use of these sites to seek the information. All the content of social media is not reliable. Most of the user is youth, spending more time in exploring the information for their studies. In such a situation it is big question mark are they getting correct information. The innovation of variety of acronyms is also affecting the language of present generation . The degradation of values, ethics and social and personal lives may prove a cultural shock. The face to face interaction has now become mobile to mobile interaction . The near dear ones are known by social media groups. The friends which were on the finger tips have converted into the friend list. We are eager to post selfies on the social medias but are unaware of ourselves.

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