



IMPACT OF TAMIL NEWS CHANNELS ON SOCIETY THROUGH SOCIAL MEDIA UNDER COVID-19 CRISIS

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ABSTRACT

Communication in our society today is being shaped by the introduction of new media such as internet, 3G or 4G phones, Instagram, WhatsApp, Facebook, Twitter, LinkedIn, etc. Social networking sites provide a platform for discussion on burning issues that has been overlaid in today's scenario. Furthermore, their usage is influencing the way people interact and keep in touch with each other. They also enable people to communicate and seek information from various sources. The emerging new media that are shaping the communication in the society today are the social media. The exponential growth of Social media is making them part of our youngsters daily communication. The social media where the users are the owners open up the doors that were once non existence in the days of our forefathers. Nowadays our youngsters have the whole globe at the point of their finger tips. Social media promotes unethical pictures, video clips and images among youngsters, anti-religious post and links create hatred among peoples of different communities. Negative use of social media is deteriorating the relationship among the countries; social media is playing a key role to create political awareness among youngsters. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking and wikis are among the different types of social media. This Paper throws light on the impact of Tamil News Channels on Society through social media under the Pandemic Crisis of COVID -19.

KEYWORDS : Tamil News Channel, social media, COVID 19

INTRODUCTION

The television industry in India is a wide-ranging one; which produces thousands of programs in many of India's official languages. More than half of all Indian households own a television. As of 2016, the country had over 857 channels of which 184 were pay channels. In addition telecasting of News through Social media has gained momentum. Different TV channels are floating the news through Social media which is owned by their own TV channels. COVID 19 pandemic has significantly disrupted the people at national and international level. Some of the types of Social media used at large are listed below.

Types of Social Media

Here are some examples of popular social media platforms:

Face book is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

Google+ (pronounced Google plus) was Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. This website is no longer offered to new users and plans to shut down remaining accounts in 2019.

Wikipedia is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedia's. Anyone registered on the site can create an article for publication; however, registration is not required to edit articles. Wikipedia was founded in January of 2001.

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

Reddit is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as

"subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "Redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

Pinterest is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the source. For example, clicking on a picture of a pair of shoes might redirect users to a purchasing site and an image of blueberry pancakes might redirect to the recipe.

Social media usage at worldwide and among Indian Users (December, 2019)

Social Media	Worldwide	Indian Users
Facebook	2.45 Billion	269 Million
Whatsapp	1.5+ Billion	400 Million
Twitter	330 Million	7.91 Million
Instagram	1 Billion	73 Million
Youtube	2 Billion	265 Million

Source: <https://www.statista.com> > statistics

Social Media Using Tamil News Channels as on 5.01.2020 from each channel site

S.No	Tamil News Channel	YouTube	Face Book	Twitter	Instagram
1.	Polimer News	2.74 M	1.3 M	368 K	321K
2.	PuthiyaThalaimurai	4.29 M	3.4 M	680 K	337K
3.	News 7 Tamil	3.15 M	2.1 M	729 K	432K
4.	Thanthi TV	2.61 M	3.3 M	635K	426K
5.	News 18	1.29 M	1.1 M	420K	284K
6.	Sun News	1.77 M	1.9 M	377K	299K
7.	Jaya News	364 K	92 K	7K	3K
8.	News J	189 K	241 K	15.1 K	46K
9.	Kalaignar Seithigal	260 K	88 K	36.9K	6K
10.	Win News	80.2 K	69 K	11.7K	532
11.	Malaimurasu	120 K	61 K	10.4K	319
12.	Sathyam	979 K	783 K	130K	44.3 K

OBJECTIVES OF THE STUDY

- To find out the impact of Tamil News channel on society

through social media under Covid 19 crisis.

- To find out the Expectations of Viewers through Social Media

Sample of the study

For the present study a sample of 200 peoples were selected from two districts (Ramanathapuram and Kanyakumari) of Tamil Nadu state. The investigator developed a tool to find out the impact of Expectations of Viewers, Social Impact about Tamil News through Social Media.

Research Design

In order to identify the Expectations of Viewers, Social Impact about Tamil News through Social Media the investigator has administered descriptive survey method for present investigation.

Analysis

Distribution of data with frequency and percentage in relation to Gender

S. No	Demographic variable Gender	Frequencies (N=200)	Percentage (100%)
1	Male	120	60
2	Female	80	40

The table reveals the information about the strength from two different zones comprising of 40% female and 60 % of male.

Opinion on Social Media

Question	Yes%	No%
Habit of watching news on Social Media	87	13
Watching of breaking news frequently	79	21
Social Media addressing on caste-religious issues	63	37
Stepping into individual freedom	66	34
Identification of Fake News	67	33
Diminishing of Values on watching news through Social Media	47	53
Enrichment of Knowledge	86	14
Help for professional work & Growth	79	21
Social Media News helps to take precautions	69	31
Does National News helps in day today life?	68	32
Does Social Media escalate rumors?	78	22
I like Social Media Ads	20	80
Social Media News are accurate	43	57
Watching Social Media News for more than an hour	79	21
Watching Social Media News while travelling	71	29

Findings of the Study

- 87% of People watch news through social media whereas 13% of people don't watch news through social media.
- 86% of People revealed that social media news helps in enrichment of knowledge.
- 79% of People reveal that social media news helps for professional work and growth.
- 80% of People don't like social media Ads.
- 79% of people revealed that they watch social media news for more than an hour

People's Expectations from Social Media

- Most of the people did not like the deviation through ad & promotion activities in social media more particularly in news channel pages.
- Breaking news is flown through quickly without the true validity and content is flown through without following the etiquettes of news. This should be avoided.
- People sense that 50% of the news posted through social media is fake. Hence this type of fake news shall be avoided.

Uses of Social Media - Peoples View

- On rainy days we are getting day to day updates about the weather. Every time we can't sit in front of the television. Hence, social media like Twitter, Face book help us to get updates so easily. It is user-friendly also.
- A major boon to fishermen in getting updates about weather. It helps them to save their lives.
- It is very much useful at our workplace to know about the current happenings of our society, nation and at large international level..
- Social media is playing a vital role in the Present generation. Channels are giving us a push notification for very important news. It helps us to know what is happening in and around us.
- When we are in India but want to know about what is happening in other countries we can't go there at the same time. So reading world news from home is only possible because of social media.
- Usually, everybody has some knowledge about current affairs. But the people who are living in village, rural area are also getting the same knowledge about the current issue by the social media.

CONCLUSION

Social media are in progress since early years of the 21st century. In the present century the globe is shrinking due to science and development. The emerging world is witnessing information revolution. The social media is now blended with every walk of our life. Cell phone is said to be sixth fingers of every man. The social media news creates many impacts on various dimensions. The impact of social media news on availing information, entertainment, business development and public awareness are the matters of great concern. At the same time, these social media news should be used for constructive purpose not destructive purpose. It should not be an alarming one at times of Pandemic crisis rather the news channels should clearly focus on the clear, exact happenings which is prevailing in the society through Social media under COVID 19 Crisis. The role of media has become an integral part of the fabric of the society. It plays a very influential role in shaping our thought processes and attitudinal patterns. News through social media has become more convenient one for getting news. This study would help the news channels operated through Social media to remove the pitfalls and increase the reputations with high credibility and reliability during and after COVID 19.

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