ORIGINAL RESEARCH PAPER

SOCIAL MEDIA-A MENACE OR A BOON

English Literature

Subiya Ahmed | PH.D Scholar In Jharkhand Rai University

ABSTRACT

Social media exercises control on almost all the sections of the society. One cannot say that it is not present in our life or we are not influenced by it, every single incident has social media coverage to it, everything and anything becomes a trend, every non worthy video becomes viral. A girl dancing aimlessly on street becomes viral, a pavement dweller becomes an overnight sensation, and a peanut seller suddenly becomes a superstar. So there is nothing called as right or wrong that can become famous on social media; everything depends on the way it is presented rather fed to the people who spend most of the time on media to satiate their interests. However there is a flip side to it as well, social media comes with its perks as well, so this paper will try to understand and research further on the effect of social media on the various section of the society.

INTRODUCTION

India is most famously known as the culture rich country; the Indians especially keep their traditions and cultures close to their heart but with the rise in social media and other social networking platforms we are experiencing a wide variety of changes that cannot be specifically categorized into good or bad because everything has a flip side to it and one cannot decide based on some surveys that this is happening for the betterment of the society or for something else. So this paper will shed some light on the different aspect of the society which is experiencing change on a wide scale. The entertainment industry is one of the biggest recipients that are getting affected by the changes happening in the society. Apart from that there is the food industry as well and most importantly the people themselves; the mindset of the people is changing drastically; now the change is for good or bad it is up to us to decide as what we are adapting is whether for our upliftment or for our downfall.

The entertainment industry: when it comes to entertainment India is very rich in that .the people here in India have a variety of options open for them. However with the rise in social media we are experiencing a new change especially after the pandemic people are exploring different forms of entertainment; for example recently there was a huge rise in the popularity of the Korean culture. in the year 2000 the Indian state of Manipur was banned of bollywood movies by the separatists, so the consumers turned their attention towards the Korean entertainment. That was the initialization of the Korean culture . With the rise in pandemic in the year 2020-21 the Korean culture started trending and exploded in a big way terming itself as the hallyu wave or most commonly the Korean wave. Recently the language learning app duo lingo surveyed 1013 people across 10 Indian cities and found that Korean is the fastest growing language in India. This was because of the popularity of the Korean drama, the Korean pop songs and so on. Within one year the Korean language rose from seventh to fifth position in the fastest learning language in India.

The food industry: when it comes to food India has a lot to offer, eating habits of Indians are based on culinary traditions. Food in India was supposedly an identity marker of caste, class family, kinship, ethnicity and secular group identification. However with the growth of internet and social networking sites this identification marker seems to be getting faded and in its place we are finding that everything has come under one roof, now the focus is not on the category of food but on the visual appeal of it as in how attractive the food looks in social media. Food blogs cookery shows and many such contents are mushrooming in cyberspace. There is definitely a change in taste of the people; they are experimenting with their food, trying out new recipes with other herbs and spices which were not used in our traditional food. the influence of social media means that we are eating more with our eyes than any other senses; according to a survey conducted by the researchers at Aston University School of Health and Sciences one is more likely to eat the way our social media friends do ,we do get influenced by the way it is portrayed in social media. Now the meal is prepared in a way which looks vibrant and photogenic, this is because now it has become a norm to take a good food photo and upload it on social media before we start enjoying our meal. this is a way we display our appreciation for food apart from showing of how cool the person is, and how desirable it looks on social media; that becomes a vicious circle where one person sees a photo on social media and wants to do or eat the same thing then upload it so it goes on and on and becomes a never ending process. The food has now lost its value in the requirement of nonstop visual stimulation.

Finally the most important section is the people themselves. Social media has brought in a lot of changes in the mindset of the people; we don't understand the gravity of those changes; but researching close to it we will get to know that it has captured major part of our life. Many researches have been done in regard to this; and has been concluded that "social media promotes negative experience". The biggest power of social media is that it has the ability to capture and scatter your attention. It is addictive to such levels that it reaches to the stage of behavioral addiction where there is an uncontrollable urge to log on to or use social media; that it impairs other important areas. The phenomena of social media addiction can be largely attributed to the dopamine inducing social environment that social networking sites provide. According to a study by Harvard University, self disclosure on social networking sites lights up the same part of the brain that also ignites when taken an addictive substance. So one can understand the level of control the media exercises on our mind. It is creating herd mentality where people have lost their individual self; they look upon social media as an escape from the reality; many have created fake ids and use these platforms to post nasty contents and many a times it becomes easier to vent out the pent up emotions that might have taken a toll on the person's health. Taking it on a lighter note one of the common example of social media power could be the review of movies; due to pandemic and rise of digital streaming platforms movies are being released on the digital platforms people are watching it and posting the reviews; that becomes word of mouth review, and then finally it decides the fate of such movies. During the pandemic there was a great rise in the use of social media; everything had become online; from office to shopping now that people are getting back to office and everything has become normal; it is becoming a bit tougher to cope with the daily stress it is bringing in; eventually depression and frustration is setting in.

CONCLUSION

It is not that social media or any type of media usage is bad; it has many benefits one of the most important one is that it is widening our knowledge horizon, we are changing and some of the changes are for our betterment. For example a celebrity asked a women priest to solemnize her marriage; and all the customs and traditions were done which uplifted the position of women; that incident was highly praised by all sections of people and many were inspired by it as well. In an another incident where there was religious tension a women was not allowed to wear a head scarf to college; she protested against it many came in support of her irrespective of their religion and culture; people on social media raised campaign for it that dressing should not be a barrier in education. So there are many such incidents that depict the positive side of media. It has become a superpower and has control over everything possible, they are feeding us information and we are getting influenced by it so everything has a dual side, it is up to us to decide that we get influenced by it or we use our own mind and make it a tool for the betterment of society and for ourselves. So for that control and limit is the key.

REFERENCES:
1. Srinivas, T. Retrieved from https://www.asianstudies.org
i. Retrieved from 2017, May 18 max-design.co.uk/blog
ii. Retrieved from 2022, May 12 https://www.digitalscholar.in