



SOCIAL MEDIA AND SOCIETY

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Introduction

"The science of today is the
technology of tomorrow"

Social media is a common technology that we, the humans are using in everyday lives. It has become a part of our daily routine. Science has developed very rapidly which paved way to the development in technology also.

The word 'social media' is ^{the} ~~a~~ plural word for 'social medium'. There are many uses for social media. It is an ~~user~~ who builds up a society. So, social media is very much connected to our society also. Social media's connection with mankind is just like its connection with the society.



A peep into the past

India is the land of valiance and chivalry. One, in British Parliament, Lord Macaulay (2nd February 1835) remarked that: "I have travelled across the length and breadth of India. But I have never seen a person who is a beggar, who is a thief. Such high moral values and people of such calibre that I do not think we would ever conquer this country unless we break her very backbone, that is her spiritual and cultural heritage." The evil plan of Lord Macaulay to create a generation who were Indians by birth and colour and British by dress and culture ^{was introduced.} Later, there emerged a generation



who were well civilized but lacked moral values. Thus western culture intruded into our country by replacing gurukula system and other ancient age old educational system.

The world became a battle field and different evils started to propagate all around the world and started to eat the roots of the earth. The world fell into the abyss of darkness and only the people in the society can dispel the darkness from this world. To dispel this darkness people used many means. Those means connected humans that resulted in the integration of relationships and provided ~~connect~~ communicating facility to the people in our society.



What is social media?

Social media has always helped humans to develop. Social media has many applications that are used by the people in our society. Social media includes websites and applications that people in our society are in need of.

Social media and society

Social media platforms like whatsapp, facebook, instagram, twitter, etc. opens up the windows of knowledge, information and so on. Youth are the backbone of our society and they are the most common people who are using social media.



Youth and Social media

"Youth are not useless;
But, they are used less"

- Swami Chinmayanatha.

Majority of the youth are engaged in the usage of social media. Youth build up the society. So, it is the duty of the youth to build up a good society. There are many uses of social media that attract the youth of our society to use it and thereby having enjoyment.

The citizen of tomorrow are the children of today. So, social media is having a widespread use.



Uses of social media

* Education purposes

"Education is the most powerful
weapon that you can use to
change the world"

- Nelson Mandela.

As Nelson Mandela said, to change the whole world, we need education. Now this education can be made by e-learning (Electronic learning). For education purpose, many applications are available. One among them is BYJU'S app which is getting into the minds ^{of} the people in our society with flying colours.

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* People in the society ~~to~~ ^{can} showcase ^{their} talents

Social media provides a great opportunity for the people in our society to showcase their talents. By showcasing their talents, they will be able to come to the forefront and to have active participation in activities that are for the people in our society.

* Communication facilities

Communication facilities helps the people in our society to communicate each other and to pass their views to others in a more easy way. By communicating with each other the quality of communication will be developed in people in our society.



* Developments in good habits

"Reading maketh a full man;
conference a ready man,
writing an exact man"

- Francis Bacon

From the words of Francis Bacon, the father of English essays make us understand that reading, conference and writing makes a man a ready, full and exact man.

Through social media, we can develop the habit of reading through e-book readers available in pdf formats. We can develop the habit of conference through applications like whatsapp.

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facebook, skype, etc. Thus the quality of conference is being ensured. By writing articles or any skillful things, using websites and applications, we will be able to have the quality of writing.

Thus, through social media, we become a full, ready and exact man.

* To spread news fastly

We can depend on social media to spread awareness news and other news for the public that creates a connection with social media. For example, Kerala faced flood just before two years. At that time, Kerala police depended



on social media to spread awareness news.

* Helps to mark our views

After reading an article, we will be able to comment on that article very fastly, ^{such} that we will be able to see the reviews of the other person also.

* Women empowerment

"A man needs a woman when his life is a mess like in the game of chess, the queen saves the king".

Women empowerment can be done through social media that makes women to come to the forefront. Women who aren't in the lime light will be able to come out.



by empowering them through social media.

limitations of social media

*Fake IDs

~~Distrust~~

Fake IDs in social media can create distrust among the people in our society that makes people stay away from social media. For example, an incident that happened in Kerala was that a house wife aged thirty went to her lover's house who was her lover through facebook. But the problem was that she had never seen that guy before. When she went to that house, the veils parted. She came to know that



the lover was just sixteen and he had a fake ID. Incidents like this are still happening ^{all} around world.

* Fake Websites

Most of the children and people in our society are using social media. Social media consists of many websites. Among them, there include fake websites also. This also creates distrust towards social media by the public.

* Increase in e-pollution [E-waste]

Most of the people purchase electronic appliances like smartphones, laptops, computer, etc. for using social media.



Though one is having all the appliances (smartphones, computers, laptops), he will be in a rush to buy more. This results in increase in e-waste which cause e-pollution.

* Spoiling the life of women.

"If you want something to be said, ask a man.

If you want something to be done, ask a woman"

-Margaret Thatcher.

Though these words are known to all, the lives of women are being spoiled through the spreading up of videos of women that can cause damage to their future.



Let it be a true or false video, social media damages a person's ^{image} who is the pray to social media.

What can we do to overcome these limitations?

Like the two sides of a coin, there are advantages and limitations. How can we say limitations as disadvantages when we are having many uses? So, we must say it as 'limitations'.

Social media is a thorn bush where there blooms many roses. It is upto us who are considering it as a thorn bush or a rose bush. We have to use the good side of social media and remove the



bad things of social media. We must be able to erase the bad use of social media from our society.

When the mushrooming chaos of social media is being eradicated by the people, society will change from bad to good.

So, when we are changing our society, it will change. When our society is changing, our whole nation will change. Thus we can ensure that we are using social media friendly to our society or not.

The wings of change has started to blow like air to the bamboo sticks; the sound of music is around the corner.



Conclusion

"Where minds are without fear and
the heads are held high,
Where knowledge is free,
Where words come out from the
depths of truth,
Into the heaven of freedom, my father,
let my country be awake"

- Rabindranath Tagore
[From Gitanjali]

Let us hope for a better tomorrow
where all the heads will be high
and all the hearts overwhelmed with
joy. Also, let us hope for a society
who will use social media properly and
effectively.