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December-2019 Special Issue – 211

**Role & Nature of Media**

प्रसार माध्यमांचे स्वरूप आणि भूमिका



Guest Editor:

Dr. R. G. Tale,

Principal,

Bar. Sheshrao Wankhede College of

Arts &amp; Commerce, Khaperkheda

Dist. Nagpur, Th. Saoner . Maharashtra

Executive Editor of the issue:

Dr. Jyoti Selukar

Dr. Anjali Pande

Chief Editor:

Dr. Dhanraj Dhnagar



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## Impact of Media on Society

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**Key words-** Media, Technology, Society

Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people. Every single invention starting from the printing press to the latest smartphones our society has accepted it. Earlier people used to communicate things with the help of sketch and print forms but as time passes the medium became more advanced.

Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other.

Social media has been mainly defined to refer to "the many relatively inexpensive and widely accessible electronic tools that facilitate anyone to publish and access information, collaborate on a common effort, or build relationship". Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook,

### Positive Effect of Social Media on Education

- **Convenience in Education** -It has become very easy to get access to relevant information at any time anywhere this has been probable because of modern technologies. Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them.
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.

The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity .

- **Social media encourages innovation and creativity-**

Modern technology has played a big role in changing the entertainment industry. Easy access and storage of music services like tunes allow users to buy and download music on their ipods at a small cost.





- **Efficiency and productivity** - Business can be promoted through various social networking sites. Many of the organization promotes their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization. Social Media helps to better understand their audience by their likes and dislikes. Social networking sites helps to make new customers by providing useful facilities. Helps to enhance market insight and stretch out beyond your rivals with online networking. It also helps to increase awareness among brands and reach with little to no budget.
- **Superior housing and lifestyle**- This is another great way how modern technology have simplified our lives. New architectural technology has better the type of houses we build now a days. Most of the items we used in our house are now automated for example remote webcams, doors use finger prints, etc.
- **Social Networking** –Users of social networkers can share information with friends, live chat with them and interrelate in all sorts of ways.
- **Changed the Health industry**-Now a days most of the hospitals have implemented modern techniques. Health related advanced technological applications can be used on mobile also. These are few fields influenced by technology. It is almost impossible to enlist all the positive effects of technology on society. Development in various fields help to improve human life.

#### **Negative effect of Social Media on Education**

- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.
- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.
- Because of social media students lose their ability to engage themselves for face to face communication.
- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.

#### **Negative Effects of Social Media on Youngsters**

Today it's not clear that who the "strangers" are especially in the field of social media. Kidnapping, murder, robbery can be easily done by sharing details on social media. There are many cases registered in police station where adults target young children and lure them into meeting them. Mostly youngsters waste lots of time on social sites like chatting which also effects their health. Some useless blogs influence youth extremely that they become violent and can take some inappropriate actions.