

## Social Media And Positivity

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Destiny of man is not to live alone. Man keeps many activities of not only living together and talking around but also of being curious about the activities of persons whom he does not know. It is the nature of man to be curious and remain interested about the happenings around him. So, to be informed and to be familiar, he needs support of any informative means. Society has utilized pigeons, drum beaters, Messengers, press-print media, electronic media to give his news or to get others. Communication has become the instrument to man for information, because it is a means 'to share, to impart, to make common and to transmit.' For this social media, the traditional and modern, is the medium to exchange thoughts and receive it. In India also, surprisingly social media has flourished and developed on a very large scale as it is a computer- mediated technology. From 2006, much interest and focus have been taken into account by every fields, professions and societies for positive aspects and progress by social networking services.

Millions of readers and listeners and audience have ample sources for information for which Social media has its accountability and answerability for social welfare. Its contribution becomes great to bring in forefront the positivewhich is always silent among the loud negativities of society as its user's profile is connected with those of other individuals or groups.

As social media is also not aloof of corruption and disorders it has to face many challenges like bullying, trolling online harassment etc. When social media is liable for welfare of society, the common principles of honesty, truth and concern are applicable to it. Ethics and code of conduct of this profession when reach to the readers or viewers, they can easily decide about the given information.

People have the right to get true, real and inspirational information communication centering to community based input, interaction, content sharing and collaboration for which some prominent

social media are Face book, Twitter, Google, Wikipedia, LinkedIn etc. But deception, fraud, counterfeit or betrayal on social media, which has the promise and goal for social contact, short posts, real life sharing, create article for publication, document business community etc. meant for public comforts, than it has also been dangerous.

Social media, when given freedom, can definitely become the fourth pillar of democracy. But present atmosphere of society affected by electronic media easily spreads the rumors so aggressively that mob lynching, firing transports, violent beating of victims - may be innocent or culprit seems an attraction to be infectious to other parts in society. Constant relay for long period of negative news stories shakes faith in humanity and democracy but social media by being genuine to be positively effective can maintain hope. Whatever good or bad one can see in society but only the social media's watch man ship makes the society alert and aware.

Mal practice interested persons use social media as puppet and desires to fulfill own benefits at the cost of social welfare. Giving information is the natural right of media and with it if it goes astray, there is press council to hear the appeal in favour of positivity. In case of any wrong activities, damaging the social welfare, social media opens the palm of the persons, who want to saw the seeds of wrong or have sowed it, and can make our social life neater and clean. If media tightens its backbone, it can achieve multifarious development of society and nation.

Presently, e-media puts forward the pros and cons like a watch man, by high lightning many financial scams, rallies for demand of reservation, movement against cow slaughter etc. to make the citizens alert and aware to understand how indirectly the aggressive mob damages our public facilities and how the daily bread earning mass of people suffer due to declaration of lock out and strikes. The ill presentation of information sometimes is felt to be exaggerated and too much exposed but can't it be accounted positive because up till now citizens of India remained in dark due to the little equipment of traditional media relay.

In reality, whenever any question arise for the work of judiciary system, assembly and bureaucracy and any social matter come forth for mass suicide, malpractice at shelter house, scam of saints etc. people look toward to social media's sharing of opinion, views and comments. Now, social media agencies communicate about all sorts of programs going on all around the world like film gossip, sports, animal world, adventures, world news, entertainment programs etc. means it is not partial to one field. Only demand is to give more footage to positive aspect of information so that people can improve, change their lopsided mindset that pervades the society and enjoy healthy atmosphere.

Mass media – the collective entity of print media and broad casting media aim at weak points that prevail in believes, religious traditions, policies etc. So to say traditional media is aware to present reformative steps, scientific notions and rational discussions but Social media which is totally different suffices fearless exposure sharing information should be morally bound to not to misuse for the sake of power and economy. Social media operates in the very society in which it exists, flourishes and in which it reaches people. Definitely in whatever circumstances it works Social media's impact faces difference of factors, understanding, decisions etc. of targeted audience, governments and business etc.

People have choices as per education, upbringing, surrounding etc. so positivity of social media should serve against unhealthy services, crimes, corruption of mind and money and abnormal psyche molesting innocents. Its positivity will remain when it will not sensationalize the wrongs. For development responsibility stands on social media to form itself a guardian and force multiplier as it does in case of business relations.

Media, in general, is a kettle which has to be hot from inside and cold from outside because meaning of media – journalism is to live in facts, derive truth, show right path and describe the same

rightfully. There can be any proprietor or owner of social media agencies but first matter is about self – discipline, e.g. inquiry against Mark JUKERBERG when data leak of users was done by Cambridge Analytica, Britain to change the mind of people for election voting. Social Media, if don't forget the ethical morals it can nurture universal interest and social welfare which can be seen when in Aasam' Ghubary, one group 'The Humanity' on social media organize a mission to stop Blake marketing of blood donation.

There is no point of intellectual ego because vast and highly populated India has illiteracy, ignorance, caste-creed discrepancy, cultural differences, and problems of urbanization etc. but positive service of social media is shaping healthy and united society. Social media's combat is worth considering when it runs discussions of debatable issues like how we govern and are governed where Politicians and officials who once traveled to interact with citizen now do video conferencing or online town halls, human rights violation, better response to calamities, climate change etc. because future of India requires her citizens' capability of judgment and capacity of understanding.

Lastly the words of PULITZER, the founder of modern journalism are more suitable for social media and positive development that reforms always do struggle, never tolerate injustice and corruption, tackle all political parties, do not link to one party, never bring shortage of sympathy toward poor, weaker and low job doers, be dedicated for sharing, connecting, commenting for social welfare and never be satisfied for news bulletins only.

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