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# Significance of Social Media and Its Revolution in India

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**Abstract:**

Social media is now a phenomenon with the tremendous change of technology and speed growth in reaching across the world. It has completed inroads in almost every field of business, including communication as well as marketing. After globalization, the Indian Media industry has seen a huge change and refurbished itself immensely to be part of changing global situation. Social media today has become an integral part of the media industry, whether it is news deliverance, marketing, or advertising. The social media uprising has altered and will keep on changing journalism and various news organizations. The rising Social media is a mighty tool that has been recognized largely across Indian media has overwhelmingly squeezed social media technology and digital shift to broaden and enlarge their reach and exposure. The business strategies have opened up and given an alteration; social media has been effectively efficient used for expanding their business networks, whether news deliverance, advertising, or other user-generated content. This paper aims at examining and exploring the role, growth, and challenges of digital and social media with a case study approach to the Indian Media Industry.

**Keywords:** Indian Media, Technology, Industry social Media, revolution

## INTRODUCTION

Social media has transformed and rapidly changed the Indian media industry it has made inroads in every part and is used extensively for personal professional social and business purposes today social media has taken on many different forms including magazines internet forums web blogs social blogs micro blogging wikis Fortis photographs or pictures video rating and social bookmarking and has become an integral part of the mainstream media have adopted various social media platforms like YouTube Facebook Twitter and so on as a result of these mediums and platforms have changed the

way media content for produced generated consumed and distributed today that trend is such that consumers are audiences generate ideas and issues picture and video scopes makes headlines on prime time television bulletins and make headlines on the front pages of newspapers and also the bloggers are redefining the cutting-edge of journalism and the agenda of the mainstream media in India the term social media refers to the use of the internet and mobile Technologies to turn in animation and communication in the interactive channel of communication Kaplan and Haenlein 2010 define social media as a group of internet-based application that built on the ideological and technological foundations of web 2.0 which allows the creation and exchange of user-generated content. businesses may also refer to social media as consumer-generated media CGM has practically changed the lives of individuals and corporations like 1 according to Kaplan and the Hamlein there are 6 different types of social media: collaborative projects example Wikipedia blogs and micro blogs example Twitter and communities example YouTube social networking sites example Facebook virtual game world example World Of War craft and virtual social worlds example Second Life Technologies including blogs picture sharing valval postings email instant messaging music sharing Crowd Sourcing and voice over IP to name a few many of these social media services have been integrated why are social network aggregation platforms? social media is also meant computer mediated technologies that are Lodi creating and sharing the information ideas interest and other forms of expressions why are virtual communities and networks. the variety of Stand Alone and building social media services currently available introduces the challenges of defining still there are some common features 2 Charles Wankel 2010 defines social media as the mass media used for social interaction are called social media activities that integrate Technology social interaction and content creation micro blogs and more Peter Scott & J Mike Jack 2011 describes social media is the set of web-based Broadcasts Technologies that enable the demo democratic nation of content giving people the ability to emerge from consume Charles tent to publishers with the ability to

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achI've massive ability in real-time the social media Technologies allow people to connect to produce or reproduce a value through online conversation and collaboration 4 Niranjan Roy states in his paper social media in India at a conference in NASSCOM 2014 the growth of social networks and the emergence of simple tools such as provided by YouTube flicker Facebook and Twitter for enabling the publishing of personal medial has led to a rim balance of the traditional relationship between news Producers and Consumers Paul Saffo 2005 as reflected on this change the mass media Revolution 50 years ago delivered the world to our TVS but it was a one-way trip all we could do was pressed our nose again as the class and watch. in contrast personal media are a two-way trip and we not only can but also expect to be able to answer back 5 social media in India social media have broken the media stereotype and emerged as a new power Centre turning out to be a medium for public discourse and debate knocking down the mainstream media that are held under why dled power for more than a century in India. Social media is the biggest shift since the industrial revolution one of the most popular and effective media of mass communication says Eric Qualman, Socialnomics. Therefore we see the presence of politicians celebrities business media to citizens all we connected on social media. Social media adoption among internet users in India is around 84% according to a report in innovation India. this translates to around 110 million social network users in India. the four main social media games are Facebook, Twitter, YouTube, and Google Plus. (6) Social media users in India are very young compared to the rest of the other nations in the world. Nearly 75% of social media users in India are under the age of 35 years and nearly half of them are under 25 years of age. These usage patterns show the expansion, adaptability, and prospects of the new media in India. Since 1995 Kama the use of social media and mobile technology is on the rise as a result, there has been an incredible opportunity to personalize news conjunctions and Kada to social media consumers and users by Indian media. w i l l n at (2009). The Boston Consulting groups Centre for consumers and Consumers customer insight states that event the internet is having a measurable and growing impact on media consumption in India and significant ramification for traditional media companies, both print and electronic. Internet p penetration is expanding quickly in India. The number of users is expected to more than double, from about 200 million in 2014 roughly 16% of the population to at least 400 million, and potentially as many as 550 million in 2018

according to the report. (7) India is one of the leading markets on the internet and Smartphone growth will stop in the third-largest internet market after China and the US and the fastest-growing internet market. India, Brazil, and China are leading the growth of smartphones will stop in India Kama internet usage of smartphones and mobile devices has risen dramatically and 65% of the total internet traffic comes from mobile devices. (8)Pranny Roy (2013) Catholic tips that the factors seem to have driven the rapid transformation of the media in India column first, the intrinsic force of new technologies that challenge and bypass government control and second, the unstoppable energy of India's Chaotics and Richie, and creative democracy. The combination has created an empowered, free, and aggressive media police top 9 social media has gained a lot of popularity over the past decade and because of this popularity, other traditional media have to experience the clients in both business and popularity to the theoretical framework.

**1. USERS' DIGITAL SHIFT**

Media and content the media and content Industries MCI that companies of print, collaborating casting, and music and gaming Industries have witnessed a rapid change in format and design due to Swift's digital shift. does transforming the way information is generated, produce, consumed, distributed, and stored. Significant advances through me digital media have resulted in major destruction within the media industries in the context of dramatic changes in demand patterns. As a result, there has been a pro-life proliferation of strategies in the evaluation of the market. 10 the new challenges, competitions, and the tough economic environment have forced means to media to adopt and incorporate social media as an integral part of their business strategy with online content to align with and cater to the tech-savvy and social media-oriented needs of consumers and audiences. The impact of digital technology on media consumption in India reflects the power of the internet to disrupt traditional industries by changing the way consumers go about their daily activities iPhone even when centration rates are still relatively low. The average consumer today spans three to five hours a day with media, with remarkable consistency across location gender age, and occupation. digital consumers already spend 35% of their time online is already for outdoor spaces print conjunctions and are rapidly approaching TV consumption syllables across all demographics. That research forces Indian print companies

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say the experience a significant shift as digital influence increases the distill media industry in India has evolved and is growing, according to and he and why the global consistency major has forecasted the industry would set to touch the rupees 200 billion marks by 2020 with the digital advertisement spend growing at 23 - 28%. Several smart phones would touch the fight 20 million mark by then, giving people access to the web. Why states that there would be a significant increase in broadband penetrations and will go up to 40% from 14%. This will be instrumental in the increase in media consumption; shifting beyond the traditional media formats such as cable TV to digital media according to the report by 2017 the country will have more than 350 million Smartphone's from 167 million in 2015. Low-cost phones under the rule out of 3G and 4G broadband in infrastructure would drive access to the web. this intern would drive digital media consumption That research forces Indian print companies to say experiencing a significant shift as digital influence increases the distill media industry in India has evolved and is growing, according to and he and why the global consistency major has forecasted the industry would set to touch the rupees 200 billion marks by 2020 with the digital advertisement spend growing at 23 - 28%. the several smart phones would touch the fight 20 million marks by then, giving people access to the web full stope and why states that there would be a significant increase in broadband penetrations and will go up to 40% from 14%. This will be instrumental in the increase in media consumption; shifting beyond the traditional media formats such as cable TV to digital media according to the report by 2017 the country will have more than 350 million Smartphone from 167 million into 2015. low-cost phones under rule out of 3G and 4G broadband in infrastructure would drive access to the web. this, intern, would drive digital media consumption until a few years ago TV and print media were considered indispensable for capturing the Indian consumer's mind and time spare. The numbers spoke for themselves. Daily newspaper circulation stood at a hundred million copies and growing while TV penetration was at 900 million with over 690 satellite channels. But those dynamics have now begun to change to stop the availability of affordable smart phones and Tablets coming together with the following data prices, which has changed all that. With the Rapid adoption of Smartphone's and 3G by 4G networks, content consumption patterns and Consumers engagement channels are rapidly evolving. The casting of social media and entertainment is poised to turn into personalized like

never before. while India will no doubt continue to have a robust print market going to still grow levels of literacy and the affordable affordability of print a single newspaper could be read by more than a dozen people in semi-urban and rural markets coma online is where media is moving to on the back of several factors. Mexican print versus digital.

**2. PRINT MEDIA VS. DIGITAL MEDIA**

The rapid growth of technology and distilled content has to support extreme challenges on different media and force the industry to rise and change with times new frontiers and adapt to the changing world. Does the print media, as you hold witness this delegation of content and the investing in this term media to provide news, information, and communication on the desktop, laptops, PC, or beat move on mobiles. Indian publishing growth box global trend where, global trends in magazine, books and newspaper publishing combined already near flat or negative growth trajectory, the Indian publishing remains one of the fastest-growing in the world. Demographics, ever-increasing resilience, educational needs command a strong deserving to consume news and the content in local languages, combined with nursing digital public broadband penetrations, would feel the growth and keep it relevant over 2016. In 2015 the overall publishing revenues were at US dollars 6133 MN and an increase of US dollar 3 not 2 mm over 2014 as per a report on Indian media and entertainment by KPMG and if I see, the industry was valued at the dollar 15 billion in 2014, with TV at the dollar 7 billion and print media at Dollar 3.9 billion. Advertising revenue for TV stood at dollar 2.3 billion and dollar 2.6 billion for print media and digital add revenues to that dollar 1 billion and years it is today the most national dialysis now have a dual present in traditional and media through the papers gh mobile apps and this holds good in both in terms of national and regional newspapers. They have rapidly progressed to capture online raiders. today we see a shift and semi-urban print media across India embracing the unavoidable transitions and shipped to a digital future around one-third of internet users in India access the internet on their mobiles stopped Globally reading habits gravitated towards online with the explosions of smart phones and this trend is likely to replicate in India as Smartphone penetration increases combined with increased 3G and 4G coverage.

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**3. Social Media and User-Generated Content (UGC)**

Today the nature of breaking news has shifted from editors', journalists' newsrooms to social media and user-generated centers (UGC). This has created a new kind of culture and pressure on the professionals to focus on content and verifying rather than being the first to break the news, fundamentally changing the nature of role and responsibility. With the changing of the role and pressing demand journalist have impressed social media with tools like Face book common Twitter, blogs as news tools, marrying the culture of the web and new media with their sums up the approach in most mainstream organizations as they marry the culture of the web with their organizational norms. according to a report by Merry Meekers Internet Trends report, year-on-year, Pinterest pin creation is up 75% t w a t c h video brought up 83% to over 11 million a month which is up 140 percent, and their Ban reviews are up 140 percent 65% of snap hart hundred million daily uses create and every day. UGC on social media is playing a significant role in diverting and rerouting traffic to traditional news content and emerging as important search engines as a driver of traffic and revenue UGC is not trading or replacing journalism but is creating and defining journalism with an additional different and diverse opinion creating a new layer of information. Making better relationships alone ingest users tend to be more loyal and spend more time making them more valuable to advertisers or for promoting and selling other company services. Sociologist William Dutton at the Oxford Internet Institute (OII) argues that we are witnessing the emergence of powerful New Voices and networks that can act independently of the traditional media. He has termed this development the emergency of the fifth estate: high networked individuals ( help by new platforms like social networking and messaging) can move across and remain and the be beyond the boundaries of existing Institutions. This provides the basis for the pro-Social networks that compose what he terms and calls the fifth estate. Dutton strongly believes that the fifth estate may be as important to the 21st century as the fourth estate has been during the 18th century. The mainstream media are forced to major powering director competitors and revamping with the new trend and new spare from activists to bloggers to social media activists, who are turning to be an alternative source of news and information. One more reason for the spreading popularity of social media is the speed of breaking news. Newman finds that on social media news is broken hours ahead of traditional news organizations she gives examples of the Indian Ocean tsunami in 2004,

Hurricane Katrina in the USA, the Arab Spring, and so on. it explores the dilemmas and issues raised by a greater audience engagement through a few news reports that made headlines first through social media. it looks at how the mainstream media coverage of breaking news events is changing, using topical case studies from the Mumbai terror attacks 2018 and Nirbhaya Gang rape2012. 4 Rise of citizen journalism in India with globalization and corporatization of media industry as a whole and mainstream media Focus diverting from its objective of fair reporting to profit-making, Mini social and vital issues rejected by the media have led to a huge gap between issues reported and neglected. To bridge this gap a new concept and trend of participatory journalism has slowly but steadily emerged and caught up in India known as citizen journalism. American media critic Jay Rosen, who writes the blog rest think dot watch argues that professional journalism was still recently, optimized for low participation." up before some years the job of the user was only to receive the news and maybe send a letter to the editor", 26 he opines." today, of course, all these things have changed: people are connected 'across' to each other, as effectively as they are connected too big media. This I call the Great Horizontal. People can talk back to the new system and make their media. that's a power shift .citizen journalism is the act of citizens playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. According to the seminal report us media: how audiences are shaping the future of news and information, by Shayne Bowman and Chris Willis. This participation intends to provide independent, reliable, accurate wide-ranging and relevant information that a democracy requires. in 2003 online journalism review article JD Lasica classified media for citizen journalism into the following types 1 audience participation (such as user comments attached to news stories, personal blogs Kama photos are video footage captured from personal mobile cameras or local news written by residents of a community),2 independent news and information websites,3 full-fledged participating news sites, 4 other kinds of thin media (mailing list mailing newsletters)and 5 personal broadcasting sites. The term citizen journalist did not exist before the advent of the Internet will stop citizen journalism grew in tandem with the growth of the interactive functions on the internet. Although it encompasses many aspects and comes in different forms, including blogs forums uploading photographs or videos to the media citizen journalism have one fundamental basis. in writing for a convergent medial

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author Thom Lieb says this one thing is contributing journalistic content to the news profile process and gives blocking as an example of one component of citizen journalism.

**CONCLUSION**

Internet commercial media citizen journalism can complement and restructure, change mainstream media in the new age of journalism. Clay Shirky states that the internet's ability to support many conversations gives that former audience the chance to talk directly to each other. Social media complements mainstream journalism but cannot replace it, social media is forever changing and evolving making it difficult to keep up with it and find ways to use it effectively. It is just another form of accessing journalism, which is new and developing. (40) Newman (2009) states that it is great that big media organizations are using social media to their advantage rather than letting the changing technology scare them. It is good that they are working with the new technologies rather than against them, as the use of social media can be so effective in hearing about new stories the minute they happen on dating sources and images direct from scenes and engaging with their audience. on the other hand, it is important to remember that social media is not always a positive experience many media organizations are using social media and UGC allowing their readers to comment on news stories come on blocks and anything else on their websites. Now, this can be a truly positive and a great thing to do when you get people interacting with the organizations and each other commercial earring parts come with opinions and stories. But there is always the possibility that there will be a few less than helpful comments from people that feel the need to share their views offensive. It is important to monitor the UGC received from using social media to make news organizations' websites as effective as possible. In her article, we are all journalists now Ritz(42) Has given several examples where wrong information was provided on social media. She argues that there is no accountability there and the most dangerous thing is that there is no remedy once the information is disseminated. And her assets too often, social media have taken its opportunity to spread the feathers rather than facts. Everyone seems to forget that these feathers can destroy someone or can create society. Ritz concludes by saying the Kama posting on social media is a great advance that allows everyone to become connected comer for transparency in a democracy as long as it is done thoughtfully and responsibly it is OK to hope that everybody who writes will pay attention to

ensure that information provided is correct but that seems impossible. Social media critics find another serious problem with it which is a lack of impartiality and objectivity stop however the critics of social media say this idea of freedom is the weakness of social media Stop Now everyone who has a computer with an Internet connection or a Smartphone with a data plan is a journalist. no doubt news is reaching a lot more people through social networking sites and mobile apps etc. but there is none to control what floating in the cyber world no verification no fact-checking no it's nothing. in every sector stream and profession, change is inevitable, journalism has seen changes quite frequently from the printing process to electronic media, new media, and now social media, Technology, has changed the way information is collected transmit and share Information Technology has brought his new aspects and formats are changed as the consumer needs and audience demand. In the end, the question of ethics and professional standards are raised and needs serious deliberations and theories scope for further research to study the issues of ethics and credibility in citizen journalism. Citizens who practice this form of journalism do not adhere to any ethics or moral code of professionalism and in the process raise questions of bias, reliability, and accountability that have led to abundant criticism. The democracy of media and citizens is enrolled and multi-layered which needs a deeper understanding and insights. As the saying goes, information is power, but May misinformation and the ability to mislead can be equally powerful and potentially disastrous. Media as a fourth state is entrusted with providing accurate accounting information to the public. Reporting can make and break reputations Kama affects social political economic and financial love balance worldwide. With so much power consent is rated in the fourth estate among is important that journalists follow Richard's standards and as a matter of ethics accuracy matters more than just reporting. These concerns are particularly relevant with social media providing to be an effective and powerful tool where the definition of what exactly constitutes journalism is becoming less clear cut as a result the lines between journalism and citizen journalism may be blurred, but there are still defining factors that provide clarity to the distinction between professionals and citizens. Just as legal definitions and legislations are being forced to recognize the importance of modern forms of media perhaps the definition of journalism will be morphing in the future and begin to account for bloggers and media activists.

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