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The Role Of Art, Literature And Social Media In Indian Democracy



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Introduction: The Art and Literature has played important role in Indian freedom struggle. Men began to express their feelings through writing. The message conveyed through written forms as well as oral forms. In written forms, poetry, fiction, prose songs parable, drama, verse and novels are major factors. In oral forms, songs, stories are included. In recent times Media also played crucial role all over the world. Social media strengthen Indian Democracy. It helps to share people's ideas and make India and Indian strong.

Key Words: British Raj, Social Media, Democracy, Electronic Media, Print Media, Multimedia, Twitterature,etc.

The role of arts, literature and social media have played crucial role in building nation. Art and literature contributed immensely in uniting people of the society. In earlier time Kings used art and literature for propaganda. Paintings, novels songs and journals were best weapon that helped India against British Raj. *Bharat Mata ki jai* and *Styamew Jayate* are popular slogans among Indian citizen used during Independence. Bharat Mata or Mother India was first introduced by Kiran Chandra Bandopadhyay in 1873 in his play *Bharat Mata*. Another hymn *Vande Matram* became popular Indian Freedom Movement which introduced by Bankim Chandra Chatterjee novel *Anandmath* in 1905The first Indian receive the Nobel Prize for literature Rabindrath Tagore who wrote *Gitanjali* and contributed freedom struggle through his writings. Tagore writings were well known around the world.

Newspapers and journals are also important medium of communication to the masses. Many our national leaders like Dr. B.R. Ambedkar in *MookNayak*, M.Gandhi in *Young India Navjeevan* and *Harijan*. Bal Gangadhar Tilak in *Kesari*, Madan Mohan Malaviy in *Hindustan Dainik* had expressed their views in the Journals and Newspapers. To create unity among people ,they used words arts and literature to build a Independent Nation. Thus art an literature can be powerful force to unite people and inspire change. Art and Creativity are essential to human interaction and freedom of speech and expression. Furthermore. There is more opportunity for youth of the nation to express their views with the rapid and fast growth of social media. Today we not only express through poems, photographs and films.

Role of literature in Freedom Struggle of India

Literature has been important factor in public awakening. Many unforgettable events carried out through literature. The literature have played very big role in freedom struggle around the world. It contributed to the American freedom struggle, the French Revolution and many global movements. Masses were mobilized through literature in the Indian Freedom struggle. Indian people were made aware of their slavery with the help of literature. There are some unforgettable and incomparable books in the Indian Freedom struggle. They are: Bal Gangadhar Tilak's *Geeta Rahasya*, Sri Aurobindo's *The Life Divine*, Dada Bhai Naoroji's *Poverty and Un-British Rule in India*, Subhash Chandra Bose's *The Indian Struggle*, Lala Lajpat Rai's *Unhappy India*, Surendr Nath Banerjee's *A Nation in the Making*, Mahatma Gandhi's *Hind Swaraj*, Bankim Chandra Chattopadhyay's *Anand Math*, V.D. Sawarkar's *The Indian War of Independence*, Mahatma Gandhi's *My Experiment with Truth* etc.

Apart from books, newspapers also played important role in the Indian Freedom Struggle. James Hickey published first newspapers in 1780 AD. The intellectual group started to express through the newspapers the evils of the British Raj. *Bengal Gazette* of James Augustus Hickey, *Sambad Kaumudi* by Raja Ram Mohan Roy, *Hindustan Times* by A.M. Pannikar, *Raft Gofaar* by Dadabhai Naoroji, *Indu Prakash* by M.G. Ranade, *Maratha* by Agarkar, *Bharatmitra* by Balmukund Gupta, *Mumbai Darpan* by Bal Shastri, *Vande Mataram* by Young India and *Harijan* M.K. Gandhi, *Independent* by Motilal Nehru etc.

Social Media

Media is a heart of democratic society. Media is considered as fourth pillar of democratic society. Social media strengthens the democratic values and norms. Today media has become part and parcel of Indian society. These people mostly dependant on the media for information and entertainment. Democracy is defined as a government of the people, for the people and by the people. As we know the role of fourth pillar of democracy losing its role. People were deprived of the basic information and transparency in the name of security in the 20th century. Our freedom fighters were familiar with journalistic knowledge. Print media played vital role in freedom struggle. But role of media was controlled during the period of emergency (1975). The role of media again strengthens Indian society. The political, social, economic and cultural areas reflected in the newspapers and magazines. So it has a larger role to strengthen and develop the government of India.

The definition of social media is so obscure. Often people mixed it with social networking. Social networking is just a subcategory of social media. The meaning of social is interacting with other people by sharing and receiving information from them. The term 'Media' refers to an instrument of communication like the internet. The internet is new age media while TV radio and newspapers are examples of more traditional forms of media.

Role of Media in Indian Society.

- Media is considered as the backbone of democracy. The media is an important factor of the government that works as a watchdog. It watches the administration, day to day information of the country.
- The media make us aware of various activities such as Sports, Politics, Economic, Social, and Cultural activities.
- The Media helps to unveil the many loopholes in democratic society.
- It acts as a bridge between the government and the people and it has capacity to break the opinion of the people. Media is a means of communication that rules the mind of the people.
- The Media has ability to shape the democratic society by giving emphasis to issues such as childcare, childbirth, domestic violence, sexual harassment and other affairs.
- Media is essential tool to communicate the thoughts, views, ideas, philosophy, ideals and activities.
- Media has got a great job of bringing social change. Internet and social networking sites Facebook and Twitter are other powerful weapons helps to eradicate the corruption and lead to transparency in public life. The wide reach of the internet and social media helps to reduce corruption and renew the social fabric.
- It plays vital role in moulding opinion of the people. Media touches every filled or aspect of the public life. It made aware people against many evils prevailed in the society.

Social media is a form of electric communication through which people create active communities to share ideas, information and other contents. If we see both of them we will know that literature and social media have the connection. Both these factors somehow link between them and that is information. The purpose of literature is taken by social media i.e. the purpose of communication and the most importantly the act of reflection of society from ancient to the age of digitization. Literature itself is a media a tool to communicate with people. It is evident what literature had done in Victorian era. Something has done by social media that is propagation. Literature is based upon the interaction of a reader and writer. Nowadays people are critiquing the books on social media. Social media provided a literary platform for dissemination of literature. The present literature has changed in the age of digitization. It is a new face of literature where anybody can write without any literature. Although social media is not called genuine literature but it gives the tools to express our ideas.

Media is fourth pillar of the society and are expected to work in the spirit of constitution to uphold democratic principles, Justice common welfare and alike. But newspapers and print media is already in possession of industrial house. Therefore it is unwise to expect democratic behaviour from them. The biased media either purchased or intimidated. They are become the tool of political leaders, political parties are launching their media platforms.

In earlier times, social media played vast role in social interactions. That is why literature has lost its status as an influential tool in contemporary society. Social media has replaced literature. Different social media platforms (such as Facebook, Twitter, Instagram, Koo) have affected it. People use social media to stay in touch and interact with friends, family and various communities. Literature helps to expose realities of society. Most of the works deal with the social issues in literature which helps to realize the truth. Online interaction and communication take place between different age categories of people.

Literature is emerging in the digital platform. People are sharing their creative ideas and original works through social media websites and micro blogs. People are changing their mode of expression and the way of thinking about creative writing and literature. Literary enthusiasts have explored online spaces for creative expression. Giving rise to a new modern genre of literature. Day by day new literature is getting more popularity among readers. Though it has its loopholes in this new born genre, but it has its relevance in the context of modern literature.

We are surrounded by multiple forms of entertainment. People cannot think of the life without media YouTube etc. The advancement of new media like Facebook, Twitter and Blogs are to just a multimedia platform but it allows its uses to share, create author digital contents on the internet.

Two way Process

Social media is different from traditional form of media. The traditional form of media is one way process where people can read the newspapers or listen a report on television. This kind of media has its limitations. In radio, TV or newspapers we get information but can't take part in interaction and people can put their indigenous perspective on the matter. Creative writing have been the most relevant development in literature in last decade.

Twitterature is a remarkable event in literary history. Twitterature refers to an original, self contained work of fiction. Twitterature can be published by any tweet user. The new literary genre is experimental for its authors. As we know that literature and social media are two inseparable parts. Once Mathew Arnold told that social media is literature in a hurry. Today media has become an umbrella for all the channels of communication and information. Whether tv, internet or social media. Both fields are significant in their own place. Literature bring out changes in the society. It touches the heart and soul of the society. Media is also bringing about changes in the society.

Press was the source of communication. Any kind of information is supplied to people. Today media touches our lives in every turn. Whether electronic or print form. It becomes basis of what people think, feel and say, people's reactions. Media has power to bring about a quick change in society. It has power to move people up to action. Literature takes long time to spread the message while social media spread within the blink of an eye. It can change fast and impulsive reactions and mass. Today's busy life style people has no time to read long books. People write whatever they like on social media. There is no restriction of style and form. It is totally informal. People can free to express their feelings, thoughts. They can write poetry, drama, fiction etc and share it with the world.

Mass Media reaches large audience in the minutes. It includes television, advertising ,radio, movies, newspapers, the internet magazines and so forth. Today communities forward messages from multitude of sources including, news, tv magazines. Contemporary world is considered as mediated culture by some sociologists. Media reflects and creates the culture .By using the power of information communication to make a difference in the world. Social media has become a “gamechanger” for communication. It became new online communication channels .It is a easiest channels to share product and to interact information Casey Brienza ,Lecturer and social media at city University London says ,”All media are platforms of human communication and expression ,and in this sense ,all media ,including literature ,is social.”

Each one has become writer, editor publisher. In new form, everyone has ability to speak or share their views. Therefore collaborative writing, writer has been taking suggestions from people. Micro blogging platforms enable people to publish their views. lack of formalised grammatical structures ,Haiku poetical form, Virginia Woolf’s novels, lack of perfect structure, stream of conscious ness all these may not be proper literature but offers innovative and attractive possibilities for people in terms of expression. Literature is one of Society’s broad elements .It shows people how to interact and socialise .The objective of literature is to educate and to entertain through drama, poetry ,songs ,stories etc. Traditionally media used to convey literature material such as television, books ,radio and theatres. Media and information technology has created new paradigms of literacy content. Due to media literature has changed .It provided advanced method of producing and disseminating literary content .There is a significant difference between literatures produced in classical age and produced those in the digital age. Media made literature so simple and provided digital channels for showcasing literary work. Media has supported advancement in literature.

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