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Social media play a important role to the regeneration of Indian culture and language

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Abstract

The present era is the era of social media, in this era, not only senior citizen, men and women are all affected by it and the largest population of young man to use it . In other words, today there is no one untouched by this. This is the reason that nowadays people are taking a big time out of their daily time and giving to it. Our politicians are spending a lot of time on social media Twitter uses Facebook, What's App for communication with the common man. In these social media sites,. It has become an important medium of our expression. We represent our language and culture on these platforms. Today, these social media platforms have not only contributed to the spread of our linguistic and cultural heritage, but also to the country and abroad Because our country is inhabited by 16 percent of the total population of the world. We represent the world's largest population. After China, India is the only country with such a large population, language and cultural heritage. Today there is hardly any corner of the world or any country where Indians are not present and it is social media only medium Which we Indians and foreigners have been associated with Indian culture and language. Even the biggest IT companies of the world are also providing Indian language spots to their platform. Be it social media platforms like Microsoft Google's, Facebook What's App All these international companies are born in America. But they are not far behind in honoring the Indian language and culture. Social media has given us a global identity. Which is providing us a huge platform to spread the fragrance of our Matti to every country of the world.

Keyword : - Social Media, Culture, Platform, Representation, IT Companies

introduction

Literature is the mirror of society. In the current context, social media has spoken on every side, which has some negative side. But if we talk about the positive aspects of social media then its negativity becomes negligible. Today, we can easily get information about our oldest history through social media. Our Vedas, Puranas, Shrutis, Upanishads, Epics, Poems and all the texts which are written by Rishi Munis on various subjects, we get the information of them today at a distance of just a click which is fortunate for us. Where in ancient times little information could be available after such a struggle, but today all the information of the world is available in our grasp. It is a product of science and social media. It can easily gain knowledge of its civilization, culture,

traditions and customs, mythological history and spiritual intellectual stories. The complete information of our authentic texts is presented on the Google, which we can easily accept. And at the same time, telling the present generation about it, can also be saved for future generations. In the present context, social media has become the largest and most vigilant conductor of literature. The most famous books and epics such as the Ramayana, Mahabharata, Srimad Bhagwat Geeta, Panchatantra are all kept in public by broadcasting of continuous films, serials etc. Interest in literature has been aroused only, but along with this, they have easily gained knowledge of their civilization, culture and values, traditions etc. through social media. We can promote our moral, social values which are most needed today through social media such as WhatsApp and Facebook.

The culture of India is multifaceted in which the great history of India, unique geography and civilization of the Indus Valley developed and later evolved in the Vedic era, Buddhism in India and the Golden Age flourished in its own ancient heritage. Along with this, the customs, traditions and ideas of neighboring countries are also included in it. The customs, languages, customs and traditions of India for more than the last five millennia give a unique example of the great variations in its interrelationship with each other. India is the father of many religious systems, such as Hinduism, Jainism, Buddhism and Sikhism. Different religions and traditions originated in India from this mixture have also influenced different parts of the world.

Importance of Indian culture

Indian culture holds special significance in the history of the world in many respects.

- It is one of the oldest cultures in the world. Indian culture is karma oriented culture. Since the excavation of Mohenjodaro, it has been considered contemporary to the oldest civilizations of Egypt, Mesopotamia.
- Along with primordality, its second feature is immortality. In addition to Chinese culture, all of the Old World — the Sumerian, Assyrian, Babylonian, and Khaldi Prabhriti of Mesopotamia and Egypt — Iran, Greece, and Rome — cultures have merged into the Karal Gaal of the period, with few ruins remaining to sing their glory But Indian culture is alive till several thousand years, eating the cruel pats of time.
- His third feature is his Jagadguru. He is credited with having not only taught civilization lessons to continent-like India, but also civilized the vast majority of wild races outside India, from the Sinhalese (Sri Lanka) in Siberia and the Pacific to the island of Madagascar, Iran and Afghanistan. It left an indelible impact on the vast landmasses of the ocean up to the islands of Borneo, Bali.
- In terms of homogeneity, enormity, generosity, love and tolerance, it holds a leading position compared to other cultures.
- The large number of languages spoken in India has enhanced the culture and traditional diversity here. 1000 (if you count the regional dialects and the regional words, while if you do not count them, the number comes down to 216) Languages that are spoken by a group of more than 10,000 people, while many such languages are also Which are spoken by less than 10,000 people. Altogether 415 languages are in use in India.
- Indian constitution declared the use of these two languages as official language for communication of Union Government, their own state language is used for their own internal communication of individual states.
- There are two major language families in India - Indo-Aryan languages and Dravidian languages, the first of which is spread mainly in the northern, western, central and eastern regions of India, while the second language family is in the southern part of India. The next largest language family is the Astro-Asian language group, which includes Munda languages spoken in the middle and east of India, Khasi languages spoken in the northeast, and Nicobari languages spoken in the island of Nicobar. The fourth largest language family in India is the family of the Tibeto-Burman language family which itself is a subgroup of the Chinese-Tibetan language family.

Saket Sahai's book

It is accepted that the role of language in the process of building culture is as much as the medium of communication. Rather, the medium of communication has now started to decide what will be the body of a language. Even after many debates and discussions about culture, the left or right part insists on this word. But it is true that the culture of some place is intertwined in the society. In today's era, when journalism is considered a pillar of great responsibility of man towards society, but many times questions have been raised on his conscience, then it is very important to look at the delicate relationship between this language, culture and journalism. Is starting to look important. Somewhere, culture works for journalism and elsewhere, culture works for journalism. Language plays an important role in determining the nature of these two. In the context of India, it can be understood very well. Today, if indentured laborers have established their strong identity in their destination countries, then only the inherent power of their cultural and linguistic protection seems to be working in it.

In today's era, the unique electronic form of journalism is seen many times breaking this close connection of culture, language and journalism. The massive advancement of electronic media and their penetration in every household has resulted in it in a position to affect every aspect of the society. In front of the entertainment and news of TV, news, advertisements, debates in cyber or digital world are making their impact on the Indian social environment, economy, culture, language and even democracy.

In his book 'Electronic Media Bhashik Sanskar and Culture', Dr. Saket Sahai is seen struggling with these few Yaksha questions. In his book, Sahai writes, "A new culture is developing due to the new trend of media. The manner in which this medium is polluting the triveni of language, literature and culture under market pressure, it will prove to be extremely fatal for our democracy and society. This book of Sahay looks closely at the relationship of language, art, market, economic, social and political scenario, social media and electronic media with society.

Key areas of new media

- 1. New Media and Politics** - The explosion of information revolution has made internet-based new media a favorite medium of election campaign in all countries of the world including India. Particularly in a country like India where the majority of the population is young and reliant on the Internet for many of its activities, it becomes imperative that party advertisements be delivered on every smart phone, tablet and laptop in elections. The specialty of new media is that it can reach anywhere around the world. Like other media, it cannot be tied to any local restrictions. Today political parties are fearlessly using WhatsApp, Facebook, Twitter, website advertisements, SMS, missed call campaigns, blogs, e-mails etc. Social media was used heavily in the 2014 national elections. According to a report, an expenditure of about Rs.30000 core was estimated in these elections. Of these, in the budget of four to five thousand core rupees in the promotion of political parties, at least five hundred cores were spent on digital media. Guidelines had to be issued to the Chief Election Commission of India on the use of social media in elections. Political parties were asked to make their accounts and expenses public on the Internet. Under its direction, the Commission identified five types of social media 1. Collaborative Project (Wikipedia) 2. Blogs and microblogs (Twitter) 3. Content communities (YouTube) 4. Social networking sites (Facebook) 5. Virtual games (applications)) The Election Commission release issued on the occasion said that - The legal provisions related to election campaign apply to social media in the same way as they apply to any other media.

2. New Media and Society - The development of new media has a deep connection with social conditions and political developments. Globalization attempted to turn the whole world into a world village. The economy of globalization transgressed the boundaries of countries. Due to which economies of countries all over the world joined each other. Similarly, the communication revolution has also connected the countries of the world to each other. Now the people of one country know better about the society of other country. Indian society has also been affected by this wide spread of media. Today, social media has provided many opportunities for people to connect with each other and share the problems of their time and society with each other. WhatsApp and Facebook are the most popular mediums in India. According to a report, 56 percent of internet users in India use WhatsApp and 51 percent use Facebook. Facebook-owned WhatsApp is reported to have 900 million users all over the world, most of which are in India. But on the one hand, this association has come along with social-conservatism, casteism, religious bigotry, crimes against women, Dalits and minorities. New media has also been used to promote social hatred. There is no doubt that social media is gaining momentum as a powerful media today. But along with the exchange of ideas, it is failing to give a meaningful thought within the society. Dalits as well as New media is also being used to promote social hatred towards minorities. There is no doubt that social media is gaining momentum as a powerful media today. But along with the exchange of ideas, it is failing to give a meaningful thought within the society. Along with Dalits, inflammatory posts and WhatsApp messages are also shared many times towards minorities. This can be fatal to society.

3. New Media and Culture - Culture is an important mark of the identity of any society. Sociologist Bhikhu Parekh believes that culture is a system of beliefs and practices created by history in the context of which individuals and groups understand and organize their lives. Culture gives the way of living to the individual and the system of life to the society. Like society, media also has a profound influence on culture. In old media, where a person was a consumer of content, now he is also producing content. In order to preserve the culture, many organizations and individuals are also digitally documenting the now vanishing cultural symbols, traditions and dialects. But the new media has also propagated many kinds of stereotypes in the name of culture. The name of culture is now being given more importance to religious rituals. Similarly, attempts are also being made to mislead the generations to come by distorting the cultural heritage. Since the new media is mostly filter less, many times culture is being spread in place of culture rather than through new media. There is a need to be aware and careful about this.

4. New Media and Business - Today everyone recognizes the power of new media, from big corporate houses to new startups. Therefore, through their advertisements, they are using new media to reach new consumers to their new products. Today companies make their official YouTube account, Facebook page and Twitter handle. A consumer can make a point by going to the page or handle of a particular product or by going to the page or handle of the company. Companies also come on the new media platform with new models of their products. This medium is less expensive than the old medium and does not send the same type of message to everyone like the old medium, but it can send the message to the consumer according to his interest and time. Through this, companies send a targeted message. So this new media has changed the way of doing business. Liberalization and the information revolution have given rise to new business ideas such as e-commerce. Markets have become virtual not only today but also virtual. The consumer can ask for his work from the world while sitting at home. Today, multi-brand e-commerce sites like Amazon, Flipkart, Snapdeal, Ask Me Bazaar are running in India, whose annual turnover has reached cores.

5. New Media and Global Activism - New media is an excellent platform for social activism. Through this, the message of social reform, environment, anti-war, anti-globalization and world peace can be easily conveyed to every corner of the world. Today all the institutions or NGOs working globally are using different forms of new media. The advantage of the new media is that even in the face of government pressure and repression,

democratic policies can be opposed through it. YouTube, Facebook and other social media networks are being used to bring forth issues related to the environment in particular.

6. Handling our literature through social media - Through social media our literature has been preserved and preserved. People are getting to know about the various genres of literature because the enlightened readership is from written literature, from other sources. The school, from its university, can calm their curiosity and authentically gain abundant information related to all of these. But even if such an audience is benefited by social media, words not familiar with knowledge. They have no way to understand literature, read and read. They can also get every type of information through social media. And indirectly, you can get information about your India, world, world civilization, culture, values and ideals.

7 Social media is the conductor of social, moral, religious human values - social media plays an invisible role in the society, changes the social consciousness, morality, and religious values and human character. All these things are of an invisible nature. But these are very impressive. Because our conscience, blessings, feelings, and God Almighty are all invisible, but true, they all protect us, thus these things are not just things. Spirituality, morality, humanity, virtuous character, the need of all these is paramount in society, in the nation, in the world, so that the concept of world fraternity, establishment of global peace can be strengthened. And today every nation of the world is moving towards achieving this goal. Through its propagation and reading through religious literature, we can propagate all these morally-rich human values in the society through social media. For the transmission of all these feelings, both literature and media can prove to be a perfect synonym. By providing proper guidance on the child, teenage years, even in puberty, we can prevent our younger generation from going on the path of decline. As much as possible, all of us must do our best.

Literature on social media is extremely beneficial for the environment - through social media, Panchtantra MORAL STORY , through short film drama, cartoon film, etc. on nature and fauna in the minds of young children, nature protection, environmental protection, prevention of every kind of pollution. Information can be provided on many important points like measures of the country so that they can behave as aware citizens in future. For all this, the shelter of literature is very important because without literature social media is not capable of doing anything.

The emergence of the new writer class and the new reader class in literature through social media - through the present media, it has become possible that a new writer class has emerged. Those who are swelling in different genres of literature. Along with this, the readership is also increasing steadily. It is true that today new writers are emerging and are publishing their works without any pause on media. But the biggest disadvantage of this is that he does not have the necessary knowledge of Hindi, of Hindi language science, of verses of Hindi, of the glorious history of Hindi literature, due to which he does not see that in his compositions. Although not all authors are like this, more and more writer category falls under this category.

Earlier the compositions were sent to the editor for publication. It took time but if any work was canceled then its reason was also mentioned by the editor, who would act as a guide to rectify his mistake in future. . But this is not seen in social media today. There are two aspects of every coin, good and evil. Therefore, both sides have to accept it on the basis of criticism.

Social Media as a Literature Campaigner - Today social media is acting as a literary campaigner. The more the spread of literature, the more availability it will expand. Every technological invention is absolute which can be used for all kinds of work. Whether it is good or bad, the impact of social media is not just negative. The lexicon of forums such as Twitter has made the practice of speaking up and speaking in the least possible. Social media has given cores of people a new strength, a new flavor and courage in participation in small debates, through public expression and making it possible for the public to express their thoughts, their thoughts and

experiences without fear and restraint and control. This new force has made governments and rulers more transparent, communicative and accountable, providing a new means of knowing the minds and pulse of the public. The power of social media has also forced governments to change their decisions, policies and practices. But has this media made public discourse more serious, deep, comprehensive, liberal? Has the quality of public discussion on these forums increased when the billions of people are writing so much at the same time, the level has improved? It is not possible to give a quick opinion on this, because nothing in the world is one-sided, monolithic. In fact, there are two major dimensions of language. One, its pure linguistic dimension in which attention is paid to its words, syntax, grammar, dictionary, etc. Second, the socio-economic-political-cultural context of language in which attention is paid to its use, changes, meanings, effects etc. in these contexts. Today, the impact of social media is being felt on almost every language of the world, good, effective language comes only from reading well. Without good language, deep, serious thought, discussion, thinking and knowledge-making is not possible.

New Media New Challenges - While new media has brought new opportunities, new media has also presented new challenges. While one has provided new platforms for expression, uninterrupted expression has also promoted crime and terrorism. While journalism has been expanded, it has also made available the medium of dissemination of false news. Therefore, the new media is a boon and a curse. Some of the challenges of new media are as follows -

1. Verification - This is the biggest challenge of new media. Verification in the profession of journalism is the first foundation on which the entire existence of journalism rests. The reader or audience trusts the media that the media will only show the truth, but due to the development of digital technology, the media starts showing false news, pictures, videos and messages. It is said to be viral in today's language. Many times when the news is spread in the online media even without verification of an autonomous formula, then its results are very terrible. By taking the help of the technique of Photoshop, many such pictures come into the media, whose veracity is doubtful. These paintings do some anti-social elements against the individual, community, religion and caste to spread confusion in the public. Therefore, it is very important to check the messages received through the medium of social media, WhatsApp, Messenger, or Hike.

2. Regulatory - Since new media is also a new medium, there is bound to be debate on its use and misuse. On the contrary, journalism is a very old, organized and established medium of expression of ideas and information. In this medium, there is such a system at every level that if any factual mistake is made then it can be stopped. Information can be verified at many levels from stringer reporter to editor-in-chief, but now in the changed scenario, the power of the post of editor is no longer as it used to be. Now the management and marketing department of the publishing house decides what type of news will be posted. Therefore, if there is no editing, a lot of garbage can also be published, which has to be taken responsibility. Therefore, a code of conduct will have to be created by the users themselves.

3. Digital divide - The digital divide has emerged as a major problem and challenge to new media. This digital divide is very large in India. It would be a very optimistic idea to talk about digital democracy in a country where most of the population does not have clean drinking water and toilet facilities. Although there is a distinction in many areas in India such as social-discrimination, economic-discrimination, religious-discrimination, educational-discrimination etc. But in the field of telecommunications and media, the distinction is not less than any other distinction. Despite the digital divide in Indian society, many people are talking about nativity or digital citizenship or digital citizenship. According to the International Telecom Union 11 - To reduce this digital divide in India, the Government of India has run a Digital India campaign. Under which internet will be accessible to most of the public by the end of the year 2018. For this, the government has made a provision of Rs 1.13 lakh.

Another program of digital literacy will also be run under which at least one person from every household in India will be made digital literate.

5. Cyber Balkanization - Some scholars have used the concept of Cyber Balkanization. This concept is influenced by the situation in Europe after the First World War. Just as Europe was then divided into small ethnic and political segments after the end of the Ottoman Empire, similarly today a user connecting to the new media through the Internet finds information only of his own interest. This leads to the fragmentation of the public sphere created by the new media and the user being deprived of other broad ideas. In this process, many conservative ideas start circulating in the same circle through the new media.

Conclusion - Conclusion It can be said that social media has become a necessity today. For everyone because we litterateurs do all their work in different dimensions of social media, have been doing it, and will continue to do it, and will have to keep doing it, because if we want to live together in society, then it has to be done according to its pace. Today, it is not possible to spend a single moment without social media. And the role that social media can play for the creation and promotion and propagation of literature is none other. Therefore social media is similar to oxygen for the preservation of literature.

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