# COMMUNICATION, SOCIAL MEDIA AND SOCIETY AN OVERVIEW

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**ABSTRACT**: Communication is as old as humanity itself. It maintains and animates life. It is also the motor and expression of social activity and civilization. The structure of a particular society will influence the nature of communication in it. This paper identifies the relationship between communication and society an overview and discusses the three varieties of communication namely Intrapersonal, Interpersonal and Mass communication out of which mass communication has gained immense social significance because of mass media which touch the lives of millions of people in the world. Mass media acts as a social instrument shaping social life through their repetitive appeals to different sections of society.

KEYWORDS: Communication, Intrapersonal, Interpersonal, skills, social media.

**INTRODUCTION:**

Communication is as old as humanity itself. MacBride Commission in 1978, set up by the UNESCO observed- "Communication maintains and animates life. It is also the motor and expression of social activity and civilization. The task of communication bas become complicated. However, unless some basic structural changes are introduced, the potential benefits of technological and communication development will hardly be put at the disposal of the majority of mankind".

This paper attempts to study communication and society an overview and the paper is derived from secondary source of information and articles. The structure of a particular society will influence the nature of communication in it. The society which is not free, but one that is dominated by certain groups, the content and media of communication will be so organized that the messages will perpetuate the dominance of interested groups.

Communication in a society assumes the forms of Intrapersonal- taking place in the brain and physiological systems within the individual, Interpersonal- between individuals groups etc. and Mass communication- which has gained immense social significance because of mass media which touches millions of people's life in the world.

Mass media acts as social instrument in shaping social life. Every society, virtually is influenced to some extent by the messages disseminated on a regular basis through technically perfected programmes.

Communication, whether interpersonal or mass, will be based on five components namely communicator, receiver, medium, message and feedback. Of these, feedback is the factor that distinguishes interpersonal communication from mass communication.

**Social Media Platforms which has an impact on Communication-**

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks etc. Social Media is described as the collection of online communication channels dedicated to community based input, interaction, content sharing and collaboration. With the help of this websites people can share memories, reconnect with friends, plan events, and communicate almost instantaneously. The social media has positive as well as negative impacts on communication skills. Some of the commonly known communication websites are Facebook, Twitter, Instagram, and Pinterest, Snapchat, YouTube etc.

**Principles of social media:**

- Social media is related to conversations, connecting people, building relationships and not a broadcast channel for sales or marketing tool.

- Social media deals with open dialogue, authenticity and honesty of communication.

- Social media is a two way process. It allows one to listen first and speak next. It provides an opportunity to hear what people say about you, but enables you to respond.

- Be compelling, useful, relevant and engaging. Don't be afraid to try new things, but think through your efforts before kicking them off.

**Impact factor:**

Social media networks have become the central facilitator for daily communication with peers, family and acquaintances and others. It is affecting our relationships and decreases the quality of inter-personal communication. Another impairment of communication skills caused by the extensive use of social media platform is the impoverishment of language.

Using shortened versions of words in order to type and deliver messages as quickly as possible as become popular and common. For eg,2 is used for to, 4 is used for, C is used for see, U is used for you, Y is used for why, CU is used for see you, TQ for thanks etc.There is every possibility of building up and using slang terms thus neglecting the beauty of language.

Social media and online communication is believed to be having adverse effect on social skills and communication among adolescents. Long ago, the time when social media did not exist and social communication and interaction were the only way of communication. In the era of technology, social media interactions now dominates both online and offline conversations. In a society where interacting and over-sharing is the norm, you are probably more likely to speak to friends and family through electronic devices than face-to-face. Often at events or parties, guests are attached to their smart phones twitting or texting, but no one is truly engaging or interacting with the people around them. As more generations are born into the social age, social media will continue to be the favoured communication form among young people. However, this shift may begin to affect their ability to properly communicate in person with peers.

"Communication is constantly evolving, some people are used to seeing their friend's online avatar as if the face". There is a greater desire to share with other people you barely know, than actually hanging out with friends and making memories. At the end of the day, nothing can replace face-to-face conversation and interaction. Despite the explosion of online endorsements and social media dialogue between individuals and brands, researchers have found word-of-mouth exchanges and in-depth conversations are still most influential.

Whether or not people want to accept it, social media has several negative impacts on their daily lives. We cannot deny the fact that social platform is very helpful providing news, gossips, and to keep in touch with friends and family, but we cannot afford it to become the focal point of our lives. The access that people have on the internet and social media specifically has become too easy. It has made the language lazy and thus resulting people uninterested in meeting others in person, which eliminates any chance of deep and meaningful conversation. People have started losing their ability to communicate efficiently, which is a testament, to what kind of total control social media has over their lives. Overall, social media can be beneficial if used wisely and in the proper proportion. So, it is easy to conclude that the negative impact of social media far outweigh any benefits that they may provide to society at this juncture.

**Social media platforms which offers communication process**:

Blogs: A platform for casual dialogue and discussions on a specific topic or opinion. A blog is a discussion published on the WWW through posts. Many blogs provide commentary on a particular subject or topic, ranging from politics to sports.

Facebook: Social media changed the way one communicates with others. Facebook has created a place to share anything to others.Users of the Facebook create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.Facebook as occupied a commendable place as a social media platform with more than 2.01 billion monthly users allowing people to connect with anybody- be it a friend, relative, or unknown persons as well as allowing them to share their personal thoughts, pictures, videos, blogs and links. Moreover Facebook chat box has also widened a new world in customer service and digitalized.

Twitter: Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read them.A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).

YouTube & Vimeo: Video hosting and watching websites are other social media which provides opportunity for communication process.

Flickr: An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.

Instagram: A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

Snapchat: A mobile app that lets users send photos and videos to friends or to their "story." Snaps disappear after viewing or after 24 hours. Currently, we are not allowing individual departments to have Snapchat accounts, but asking that they contribute to the Tufts University account.

LinkedIn Groups: A place where groups of professionals with similar areas of interest can share information and participate in a conversations.

Social media platforms have manifested the need to constantly broadcast our lives on the internet. Social media through communication has provided an inside perspective of faraway places. Social media has enabled people from all over the world to share their story.

Wireless networks are the fastest growing communications technology in history. Are mobile phones expressions of identity, fashionable gadgets, tools for life—or all of the above? *Mobile Communication and Society* looks at how the possibility of multimodal communication from anywhere to anywhere at any time affects everyday life at home, at work, and at school, and raises broader concerns about politics and culture both global and local. The wireless mobile technology has resulted in a new communication youth culture based on peer- to- peer networks, with its own language of texting and its values.

Thus one finds a cluster of systems in a society- a web of communication through various channels, media shaping the life of each and every one society. However, the positive aspects of using various social media depends on the ethical society whether it is used for a good cause or for a negative cause. There is a dire necessity of man's life to be an integral part of modern social media and the need of the hour is to utilize and channelize for a right thing.

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