



SOCIAL MEDIA: IMPACT AND CHANGING COMMUNICATION PATTERNS

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Abstract: Given the pace, at which we are encountering new media as a democratic means of communication, the prospect of NICs being the most indispensable part of our lives is not far away. From this perspective, the paper attempts to study the changing communication patterns of the 21st-century tech-savvy generation. It has been claimed that new media has brought sea changes in intrapersonal, interpersonal, group, and mass communication processes and content. Once upon a time, traditional media was setting the agenda of public discourse observing forward to new media for breaking news. In the absence of a proper content regulatory authority, new media is diminishing the gatekeeping function in media, making it more participatory yet less authentic in content. In the virtual world, youth is existing a virtual life rather than proper life. The paper explores how new media is redefining social roles that are more vulnerable to dissolution as interpersonal communication is scheduled on public platforms. In the crowd of hundreds and thousands of friends on social media, youths find themselves alienated from the real world. The author concludes that in the age of announcement, a new kind of social order is being developed, establishing public and mass communication but weakening interpersonal communication. The next part of the thing is dedicated to the clarification of the elementary ideas of social media studies, emphasizing such concepts as new media, new new media. And The paper will observe how the use of social media has presented uncertainty in channels of communication and its influence on organizations. The paper will also discourse the implications of the occurrence of social media and discourse on the properties it has had on the excellence of organizational communication management.

Keywords: Reasons of social media is effective, communication levels, communication studies, Communication Management.

I. INTRODUCTION

What's an app? Follow me on Twitter! Check my status on my Facebook page! These are the buzzwords of today's age group. In the age of Material and Communiqué Knowledge, whosoever is ignorant of these relations is considered illiterate or outdated. Once obsessed with capital-intensive mass broadcasting technologies expansion developers over and above publicists are finding new means and tools to reach out to their tech-savvy target audience. Educators are engrossed in new means to use the updated technology in their classrooms. In an age when there are one billion users interconnected through Facebook, this is one of the most influential participatory mediums of communiqué. In this situation, whosoever is cultured and is having means to use this humble knowledge can't overlook it.

In India, the number of people actively using Social Media is about 467.0 million but then it is growing faster with the availability of cheaper broadband connections and internet-enabled handsets at actual short prices. Social media is transforming the contours of social attraction. Sentiments like love, bond, household attachment, familiarity, also language are finding various platforms and forms of expression. No other media has become so popular in such a short period as social media. Credit for this tremendous success goes to the user-friendly features of Social Media.

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II. REASONS OF SOCIAL MEDIA IS EFFECTIVE

If you have slightly doubted whether non-social media is basically an objective flash in the pan or the upcoming internet advertising before remain reading. Nowadays, if you've previously made your mind up about social media don't abandon ship. You might discover that there's more than meets the lens.

A. Meets Human Needs: People want communication and joining with other people. This is the core goal why social media has become so popular over the last decade. Through social media, brands can generate chances to stake and distinguish faithful supporters with higher recompenses and inducements. These movements kind clients a sense of superiority and it displays to them that they're treasured by the product. Thus, how does this translate into the screening that social media is effective? Well, unique recognition and preferred treatment stayed detected by Hitwise in 2009 during Black Friday holiday shopping festivities. This study revealed that 4.3% of Facebook operators and 2.3% of Twitter users made an online official visit to the main vendor after they visited their social media site.

B. Cost-Effective Marketing: Social media isn't free, but it is significantly cheaper than traditional advertising methods, which don't include feedback from people regarding their personal experiences. Mayhap this is why design media has been anguish completed the previous rare years. Newspaper revenue has fallen 26% during the past year bringing the total loss since 2006 to 41%. Formerly there was the publishing business which said 367 U.S. journals nearby up shop and stop all production. Not nearly as bad as the more than 500 publications that so-called its daytime in 2008. The uncertainty of outdated publicizing has twisted consumers into skeptics. Fortunately, the Internet makes it easy to read up and review just about anything and everything before committing to purchase, subscribe, or otherwise. Online advertising is definitely more affordable and it allows for more targeted reach. Combine that with a brand's social media attendance and people can investigate what others are proverb about a brand very rapidly, positive they can query them unswervingly for supplementary material

C. Builds Brand Loyalty: Based on 2009 data testified from comScore and GroupM search, social media plays an imperative role in paid and organic search. Click Through Rates (CTR) increase by 50% when consumers are unprotected from a brand's social media profile. Additionally, when a consumer has been obtainable with a brand's social media movement the study discovered that they're 2.4 times more likely to click on organic links to the brand's site. Using this research, you can see how social media directly underwrites building brand appreciation and loyalty. Knowing that social media can have a helpful result on the bottom line is one more reason for businesses to integrate a social media movement into their marketing efforts.

III. IMPACT ON VARIOUS COMMUNICATION LEVELS

When the telegram was invented, the importance of pigeon couriers started undermining. In the same way, when television arrived in the communication foray, radio went backstage. History of communication demonstrates that when any innovative intermediate arrives on the communication stage it affects the communication patterns of the world.

A. Intrapersonal communication: Social media has become an imperative tool for self-expression and self-presentation. Whatever we think is important we are collaborating with others. Be it a birthday party, marriage ceremony, outing, dinner, or level shopping. This expression to build an image in the eyes of others is foremost to narcissism. We want to project we are existing the best life irrespective of realism we keep on posting actual, created, or edited pictures of ourselves and our surroundings. The desire for self-gratification is foremost to peer pressure. The desire for placement and inspection comments after every moment is the creation of youth addicted to social media. The presence and affordability of smartphones are catalyzing this phenomenon of addiction.

B. Group communication: In the past, there used to be only just 15-20 friends a person with whom he used to interact regularly, but with the development of social media, the number of friends whose updates one can have is running into hundreds. Something that was joint amongst friends in the internal circle, the very information gets disclosed instantly. Earlier relationships were maintained in secrecy and breakups were having silent tones. With changing times society has an ongoing commitment to Facebook and that commitment is cracked in Facebook the situation. Previously these all were a matter of embarrassment and people used to hide such instances. Today people announce them on Facebook with elaboration. Now the concept of Interpersonal communication is fading as people have created many groups on Facebook. Anything and everything is communicated among all the group members.

C. Public communication: Indian TV channels have underway election movements on TV freshly. But Narendra Modi became the first leader who effectively connected with its youth voters on the Internet. He gave a live chat on Google



Plus that attracted youth and middle-class net users. Not only is he a lively user of social networking sites he tells the ability of new media and how to use it in its favor while molding the opinion of the masses. Nowadays when there is a boundary between innovative and outdated media, politicians have an ongoing thought of the reputation of being present in new media. Altogether the main political parties and leaders have their Facebook pages and they keep on positioning their messages on Twitter.

D. Mass communication: In comparison to the age of mass communication which is more than four centuries old, social media is in its infancy. Despite this fact, it is influencing traditional mass media in every aspect –programmed formats, content, treatment, and language. Most of the large newspapers, TV channels, and radio channels display the content of prevalent social networking sites Facebook and Twitter to get the newest apprise happening around the world. The 24X7 inform of information on numerous news sites is giving enormous competition to outmoded media.

IV. SOCIAL MEDIA AND COMMUNICATION STUDIES

The current chapter is dedicated to the explanation of a few important ideas in the field of modern communication studies, such as new new media (the repetition of the period is non a typewriting error here) by means of Paul Levinson, the network society the Facebook philosophy.

A. The new media: New media likes five individual characteristics: digitality – dematerialization of media transcript; converging – new media converges the forms and, purposes of information, media, electronic communication, and electronic computing; interactivity - liberty in manufacturing and repeating the contented and form of the information during the interaction; hyper textuality - new life experience for human beings, which in turn will lead to the transformation of economic events, educational patterns, interactional flairs, and other aspects of humanoid society; virtuality –formation of virtual communal that marks all the limitations of a humanoid society absolutely will task the way we observe truth and have usually defined identity.

B. The new new media: The idea, planned by Paul Levinson in his book “New new media” at the opening sight may seem a tiny puzzling, still, the author highlights that it bears a superior significance, that is, in terms of the new modes and tackles of communication that include interactivity and mutuality (in this logic it can be associated to McLuhan’s beginning of cool media), they have looked within the last five years and they are newer than traditional new media in the method of email and Web sites. What are the elementary underlying moralities of the new new media? Let us remark on some of them: (1) Every consumer is a producer. (2) Non professionalism. (3) The free choice of medium. (4) Free of charge. (5) Competition and compatibility. (6) The social character.

V. SOCIAL MEDIA AND COMMUNICATION MANAGEMENT

Communications management is the methodical planning, implementation, monitoring, and review of all the channels of communication within an association, and among an association and other administrations or customers. Organizational communication expressions at communication and administrative behavior and is worried about the symbolic usage of language, how organizations occupation, and what their goals are. The discipline of organizational communication attentions on administrations and their communication progressions which are used to equally “designate and explain an association” and an approach to “communication as a marvel” in organizations. From the abovementioned points, we can achieve that social media is a very feeble form of communication. Feeble communication is often an outcome of a lack of preparation, unclarified suppositions, semantic alteration, poorly expressed messages, communication barriers in international environments, poor listening, premature assessment, impersonal communication, suspicion, fear, an unsatisfactory period for adjustment to change, and information overwork. Social media leaves significant room for all these features to interfere with operative communication.

VI. OPPORTUNITIES OF SOCIAL MEDIA

Social media has become an important portion of integrated organizational communication tactics, mainly due to its reasonable and instinctive means of sharing user-produced material. The usage of social media within an association can have a positive effect on the customer’s experience since of its active capability, permitting for adjustment affording to their needs which change ended time. When the conversation becomes more interpersonal, the emotional ties become stronger, and clients become advocates for vendors in communications with other clients and non-clients.

Dissimilar outmoded marketing techniques, this exchange of information between customers and user-generated content has improved both fulfillment and advocacy and constructed stronger customer appointments for organizations that have



accepted the use of social media as a marketing policy. The best samples of this are customer assessments and other content like pictures and videos shared online about countless products and services.

VII. CONCLUSION

A large source of material, edification, communication, and path entertainment social media is working to be The next large contest for the dissimilar features of our social and private lives. Social media is making a new caring of social order, it is the establishment of social networks but failing interpersonal relations. If the pattern of new media reveals five characteristic features as digitality, converging, hyper textuality, interactivity, and virtuality, the idea of the new new media mentions the social character, free optimal of media, authorship, and free-of-custody use. The Facebook way of life states the next: social media affects how we use the word “friends”; social media affects how we think about our disconnected social networks. It would be treasured for forthcoming investigations to explore measuring the monetary impact of social media on an association – defining how administrative communication management deviations due to the acceptance of social media affected incomes and profits.

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